

MAD

Our Price
25^c
CHEAP

No. 46

April '59



THIS IS THE
END
OF
MAD

KELLY
FREAS

Mainly, this is the back cover! For the beginning of MAD, turn the magazine upside down and start at the front, stupid!

APRIL FOOL!

I want to feel really MAD. Rush my MAD Straight Jacket(s). I enclose \$4.95 for each jacket, and I have indicated my size(s) — S, M, or L. Hey, y'know I'm beginning to feel MAD already, falling for this ad!

MAD STRAIGHT JACKETS
 225 Lafayette Street
 New York City 12, N.Y.

NAME _____ ADDRESS _____ CITY _____

ZONE _____ STATE _____

NO. OF JACKETS _____ SIZE(S) _____

AMOUNT ENCLOSED AT \$4.95 each

(S) small (M) medium (L) large

use coupon or duplicate

Be the first in your "gang" to wear MAD's own genuine simulated straight jacket. Looks exactly like the real thing, but has the added advantage that you can get your hands loose to fight them off when they come to take you away. Just the thing for busting up Olympic Drinking Team warm-ups, and other such sporting events. Doubles as an autograph, beach, or lounging jacket. Has deep outside pockets roomy enough to carry a whole salami, a bottle of

beer, a loaf of bread, a hatchet, a clarinet, a sub-machine gun, etc. (Not all at once, though—but one at a time!) Also handy in case you break both your arms, as outside criss-crossed pockets cradle arms comfortably—no sling needed. Printed on back in four permanent colors. Trompe l'oeil (phony) belt is secured by genuine padlock, which you'll love till you sit in a hard-backed chair. Made for Small, Medium, and Large lunatics. Only \$4.95 postpaid.

MAD STRAIGHT JACKET

For the First time in your life... feel really MAD!
 Get that MAD Glow... from Head to Toe... in a...

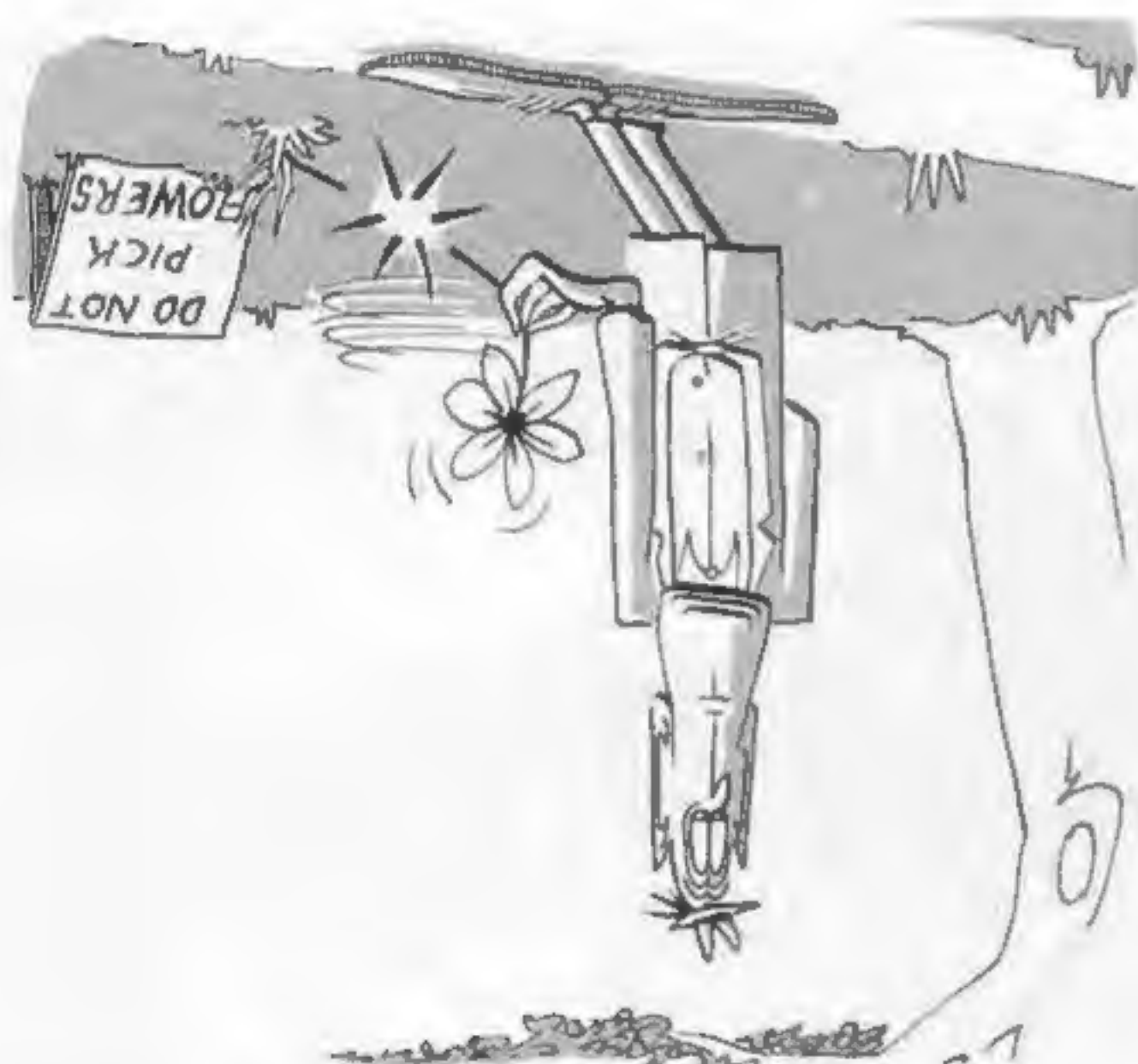
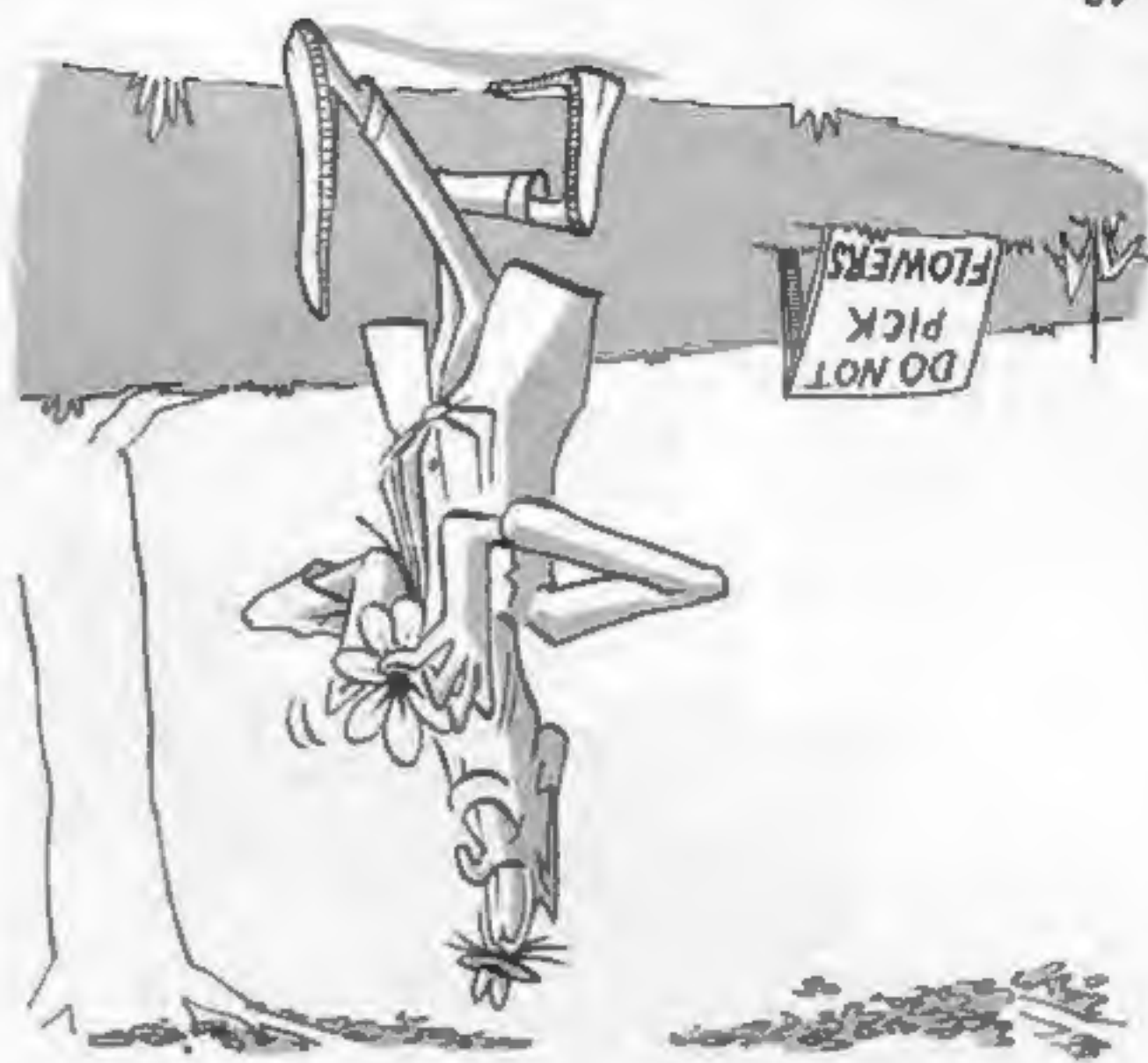


ON PICKING FLOWERS

For his parting shot this issue, Don Martin downs three fingers of Jack Daniels, and leaves us with his sensitive observations

DON MARTIN DEPT. PART III

♦♦Accomplice: Slaymate.





The eye-doctor found that Little Red Riding Hood was suffering from near-sightedness, far-sightedness, myopia, astigmatism, and convergent strabismus. She became a celebrity in optical circles, and was written up in several medical text books.

She caught her finger in the Mixer, short-circuited the Hi-Fi set, and let the water overflow in the filter-flow washing machine.



The local funeral parlor wouldn't touch him either, without a signed release from his next of kin. And, before long, Jack's neighbors began holding mass protest meetings and writing angry letters to the Board of Health.



Poor Jack was really in a spot. But in the nick of time, his goose laid a golden egg, and he was able to sell the egg and hire a private trucking firm to haul the giant away.



Unfortunately, just as the truck was driving off, it ran over Jack's magic goose. And so Jack had nothing to show for all his trouble but a few newspaper clippings, a summons from the Board of Health, a peptic ulcer and one small goose-down pillow.



Cars and airplanes scared her to death. And the first time she saw Ralph Edwards on television, she had a nervous breakdown.



The Royal Physician finally put her on tranquilizers. But still, the Princess couldn't eat or sleep. And so, after a hundred years in bed, Sleeping Beauty wound up with a bad case of insomnia.



From then on, instead of chasing around in the woods, Red Riding Hood stayed home and did eye-straining exercises. And so, as she grew older, her eyesight improved greatly.



Naturally, as she grew older, the rest of her improved greatly, too! So she still had trouble with wolves! But she never again got them mixed up with her grandmother!



47

a woodsman, chopping trees nearby, heard Little Red Riding Hood's cries for help, and rushed to the cottage. When he saw what was happening, he killed the wolf with one blow of his axe. Little Red Riding Hood's grandmother came out of the closet where she was hiding. She kissed her granddaughter, and thanked the woodsman. Then, they all sat down to enjoy the food that Red Riding Hood had brought in her basket... and they were happy ever after.



Remember... Little Red Riding Hood

all standing in their places, fast asleep. On a bower, overgrown with vines, the Prince saw the beautiful sleeping Princess. Overcome by her loveliness, he bent and kissed her pale lips. Immediately, her eyelashes fluttered, and she awakened. She told the Prince of the spell cast on her by an evil sorceress many years before—a spell which his kiss had broken. Overjoyed, he took her in his arms—and soon they were married. And they lived happily ever after.



Remember... The Sleeping Beauty

reached the ground, Jack looked up and saw the Giant right behind him! Quickly, he took an axe and chopped at the beanstalk. It started to sway, then crashed to the ground—And that was the end of the giant! With the magic goose to lay golden eggs for them, Jack and his old mother lived in comfort and happiness forever after.



Remember... Jack and the Beanstalk

Let's face it!
How comfortable
would you be with
a big dead giant
duttering up your
backyard? And how
comfortable would
your neighbors
let you be?



This all happened on Tuesday, and in the suburbs where Jack lived, the garbage pick-ups were made on Mondays and Fridays only. So you can imagine the smell when Friday rolled around, and the garbage men finally arrived. One whiff, and they refused to take him, claiming that "giant-removing" wasn't in their contract.

It wasn't so easy for the Princess to adjust to modern living. In her time, people were still churning their own butter, weaving their own fax, and talking about the Crimean War. Her troubles began the moment the Prince carried her over the moat of his new split-level ranch palace...



Except for
one tiny detail
that everyone had
overlooked! This
kid had slept for
one hundred years!
That's a lot of
catching up to
have to do!

Now, let's
look at this
objectively!
Could you live
happily with a kid
who couldn't tell
a wolf from her
grandmother?
Of course not!



The first thing Little Red Riding Hood's grandmother did after the old woodsman left was to give the kid a good clout. Then she dragged her into town to have her eyes examined.

up pages which prove

Did they really go around, after that one crisis in their lives, wallowing in unbridled joy and merriment? Or did they continue to have problems just like the rest of us? Because MAD believes that kids should be taught to come to grips with reality and realize that life isn't at all like the sweetness-and-light of fairy tales, here are...

WEREN'T SO HAPPY

PICTURES BY BOB CLARKE



The trail led straight to Hansel and Gretel, who confessed proudly. Overnight, the Hansel-Gretel case became known as the "crime of the century." Shocked people everywhere demanded swift punishment.



Derrance Clarrow, the famous trial lawyer was hired to defend the two young murderers. He pleaded the case brilliantly, and succeeded in arousing much public sympathy for the children by showing they were mentally ill.



The jury, although it found them guilty, recommended mercy, and Hansel and Gretel were sentenced to Reform School for life. The full story of this shocking crime may be read in Meyer Livid's book, "Combustion!"



Finally, he became so enamored with himself, he decided to become a movie star and share his handsome countenance with the world. So he hired an agent, pulled a few royal strings, and before very long, landed a big Hollywood contract.



Unfortunately, his gorgeous looks did not photograph quite so gorgeous in Cinemascope, as an actor he was a bust, and his first picture turned out to be a bomb!



So he ended up working out his contract playing "creature" parts in Grade-B monster-movies—hidden under tons of repulsive and horrible makeup.

Quilling: A small confession.

some fairy tale follow-

Remember how them fairy tales you used to read (and may-be still do) all ended with the mealy-mouthed syrupy phrase: "—and they lived happily every after."? Well, we've been brooding about this lately. We've been brooding about other things, too, lately, but this is far more important! Mainly, what was so special about fairy tale characters?

THE HAPPY ENDINGS

Remember . . .



Hansel and Gretel

and as she leaned in to show them, Hansel and Gretel pushed the wicked old witch into the oven, and alarmed the door. Then they ran out of the house and through the woods as fast as their legs could carry them. When their father, the old woodcutter, saw his children again, he was overjoyed. He hugged them and kissed them, and they all joined hands and went into their little cottage . . . Where they lived happily ever after!

Remember . . .
Beauty and the Beast



wept, and took him in her arms, and told the Beast that she loved him with all her heart. And immediately, he was changed into a tall, handsome Prince! Beauty was astounded. The Prince explained that an evil witch had cast a spell on him, and that Beauty's love had at last set him free. So Beauty and the Prince were married, and lived together happily for ever and ever after.

Sure they
didi Kids go
around shoving
old ladies into
hot ovens all the
time, and nobody
bats an eyelash!
Until the crime
is discovered!

You don't
have to be any
psychiatrist to
figure out that
all these changes
in the physical
usually result
in changes of
personality!



An itinerant witchgoods peddler, making his usual rounds, got curious about all the newspapers and bottles of snake milk piling up outside the witch's door—so he investigated—

And found the gruesome evidence!



The Prince was so thrilled to be rid of his repulsive and horrible old face that he spent all his spare time staring into a mirror, admiring his gorgeous new looks, and completely ignoring Beauty.

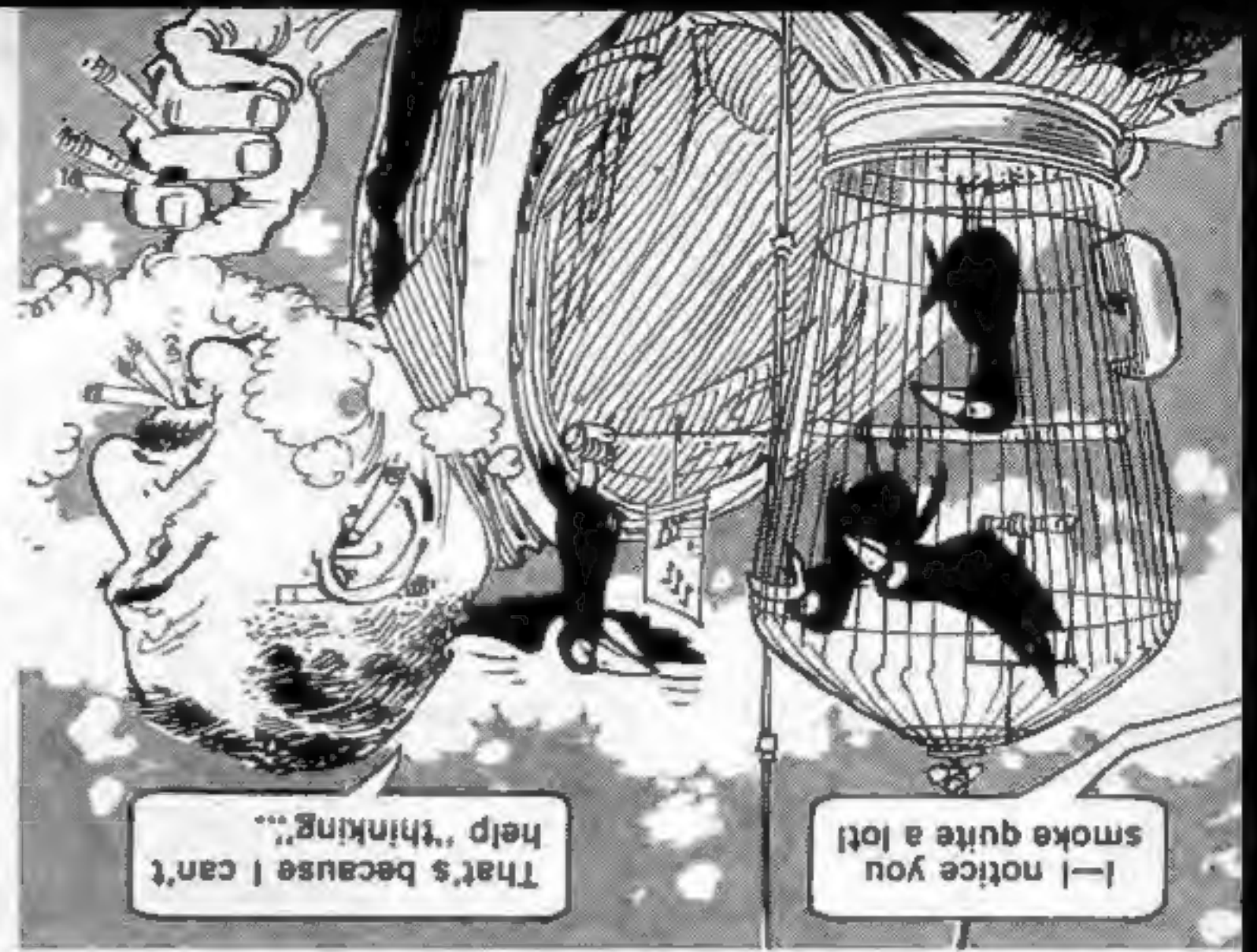
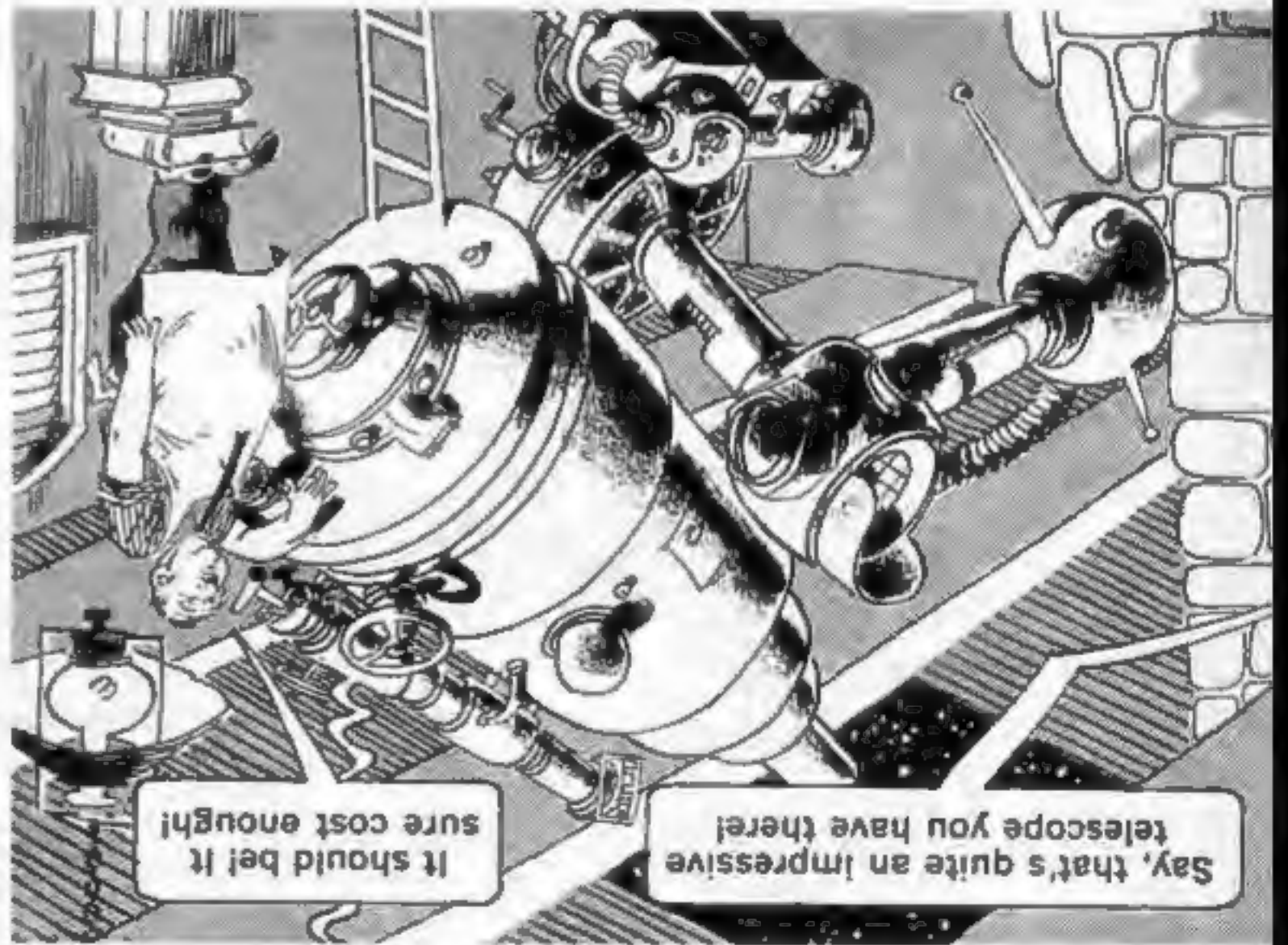
ADS WE'D LIKE TO SEE

**Expense Account: Padded Sell.



The Vicejoy Ad

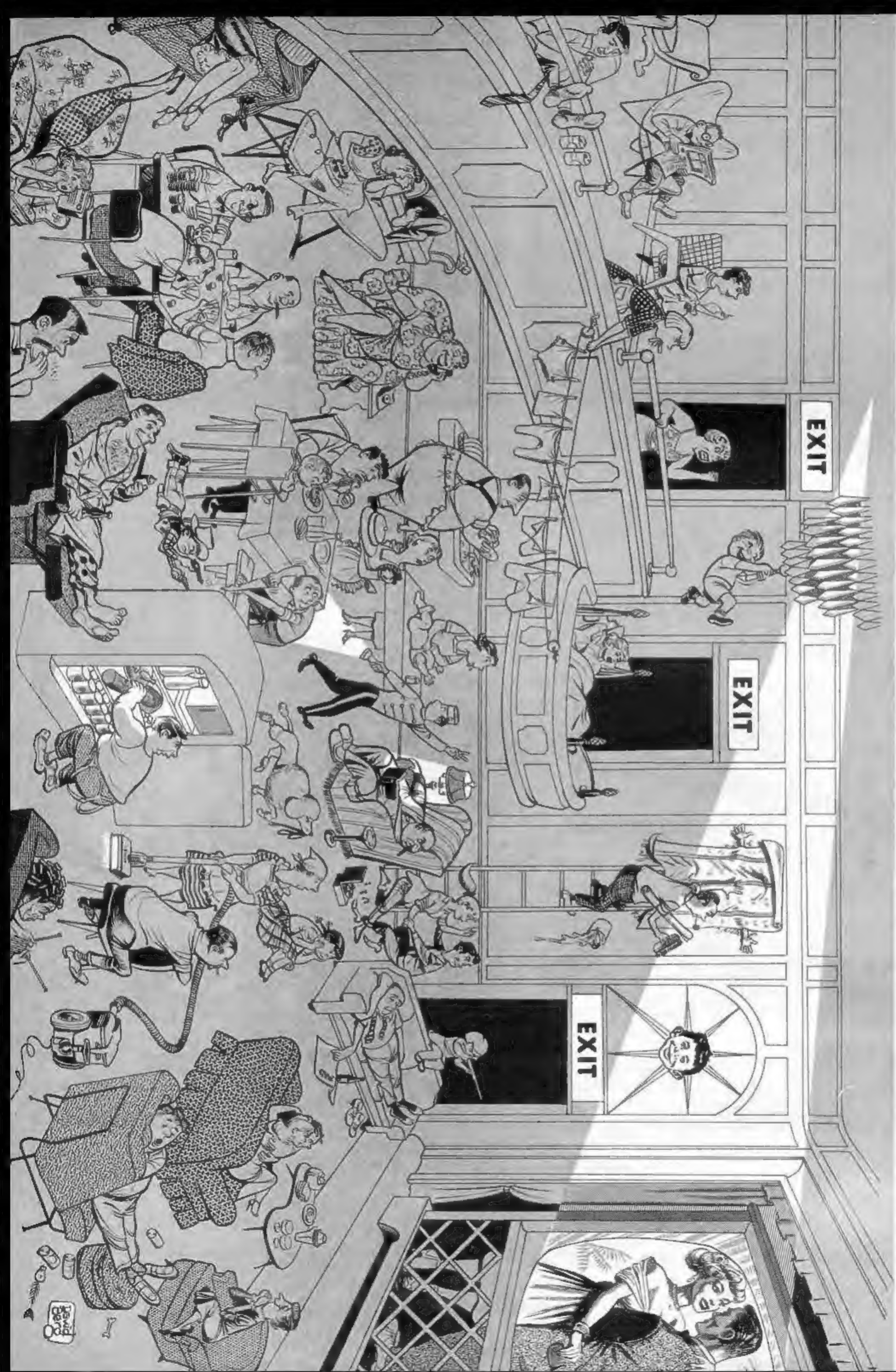
PICTURES BY MORT DRUCKER



AND HERE ARE THE RESULTS . . .

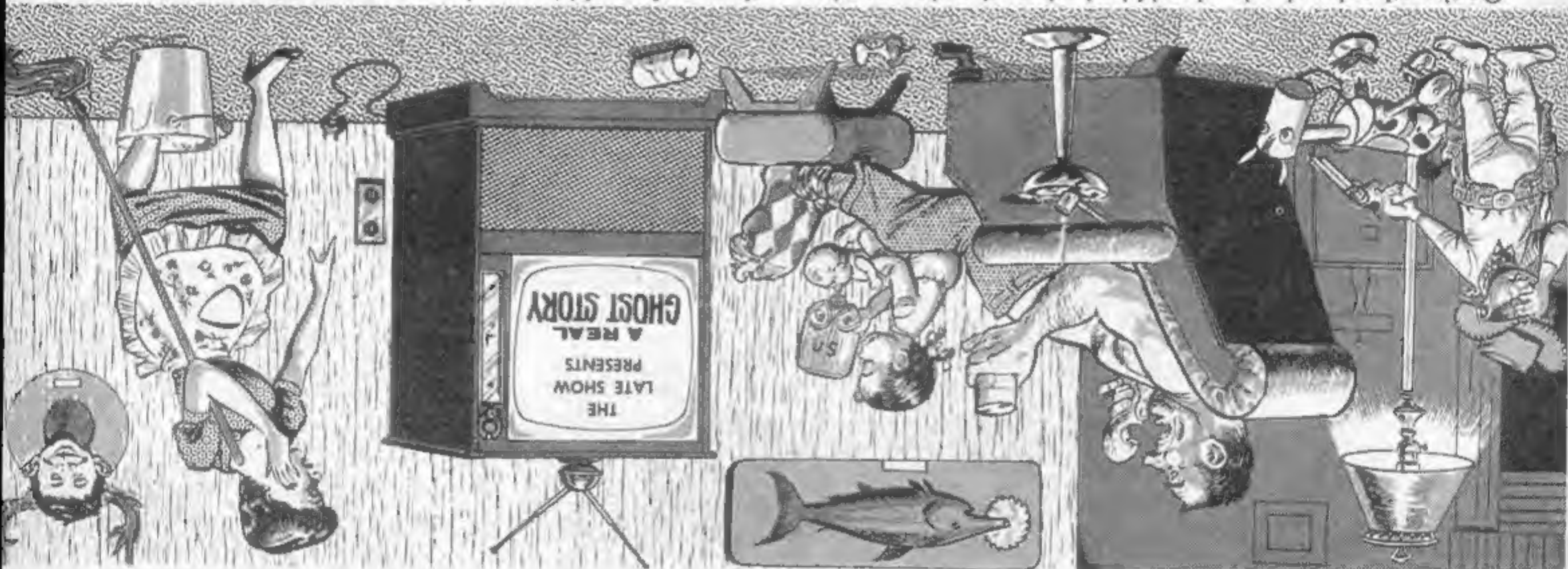
Thus, by adding a few accessories, and re-designing the interiors to look like everybody's home, theater-owners

would play to packed houses every night. Of course, they wouldn't have to bother if Hollywood made better movies.



MOVIES ARE EMPTIER THAN EVER

STORY AND PICTURES BY DAVID BERG

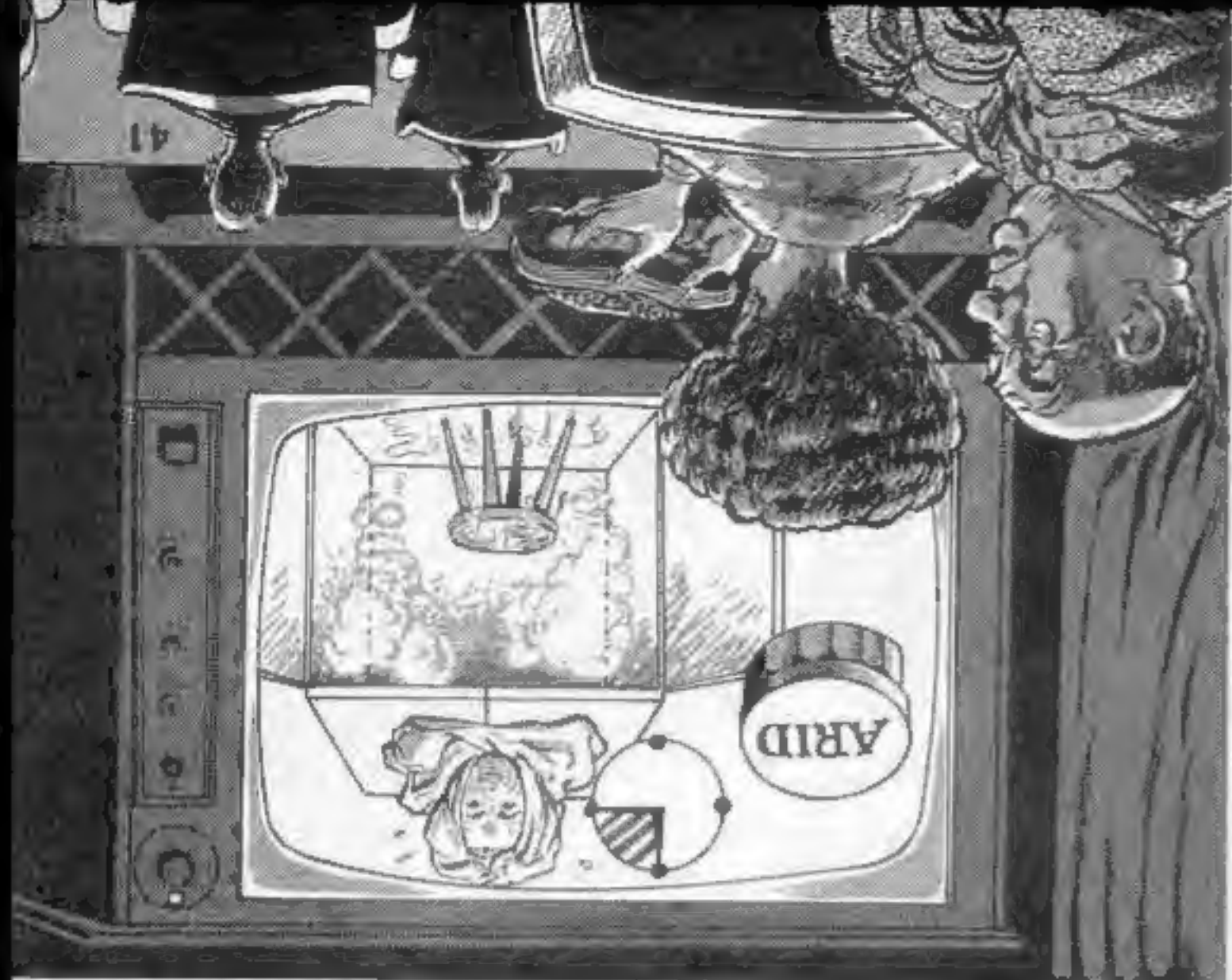
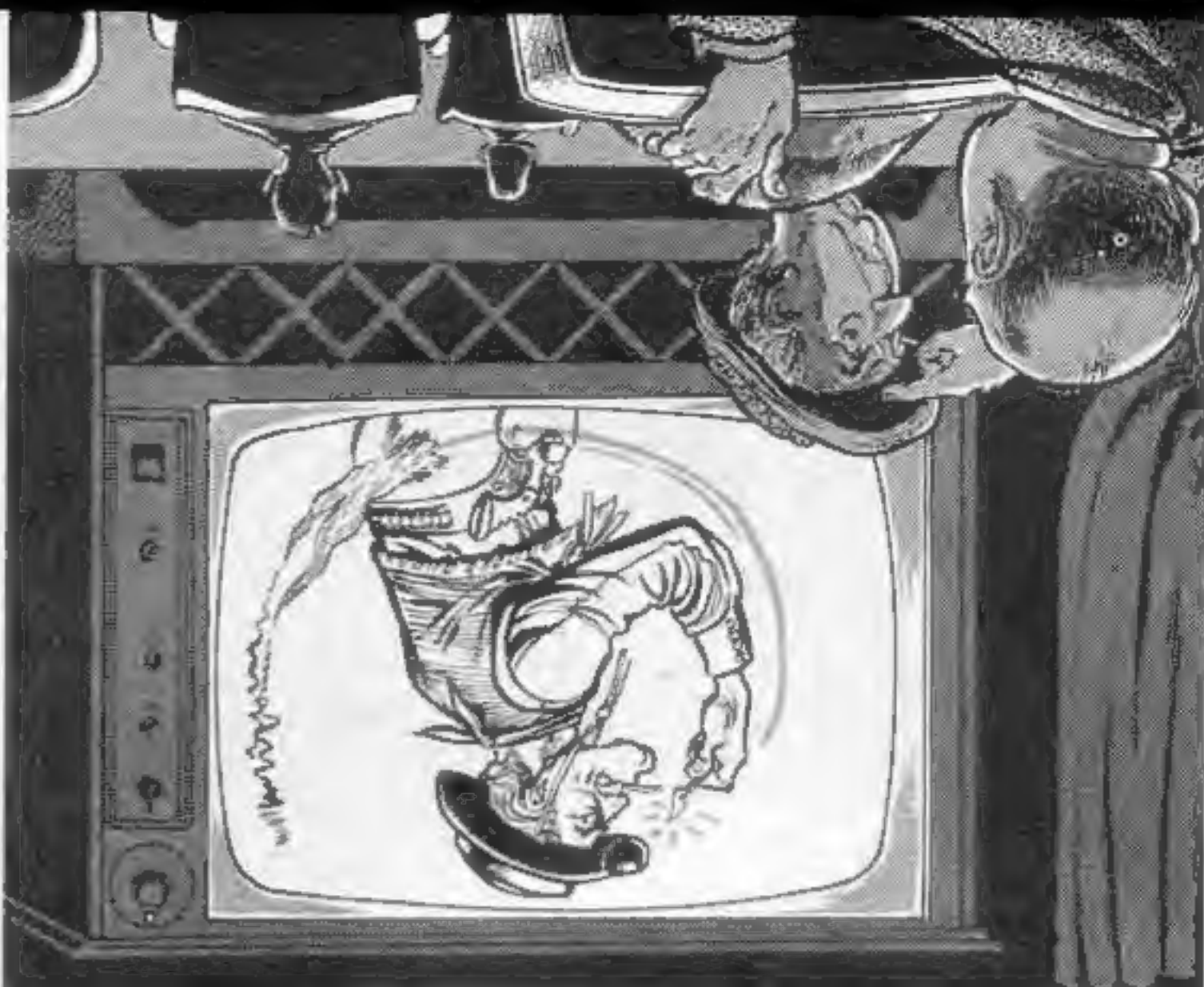


On the other hand, why should he bother when he can plop down into a soft easy chair, dressed as he's pleased, in

the comfort of his own home, and do his own baby-sitting while he watches an awful movie on TV *free-for-nothing!*

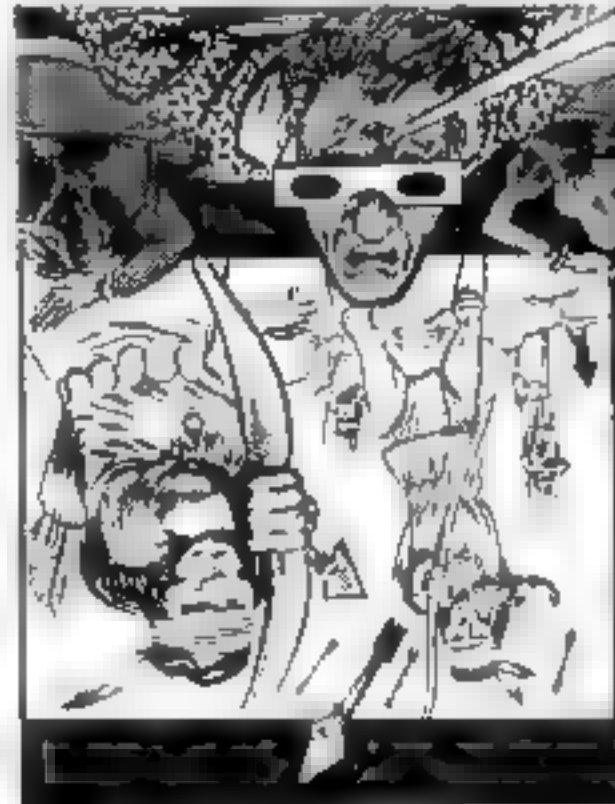
Then, they should remodel their sparkling white movie screens so they look like ordinary old television sets.

And to offset the free admission, they should sell time and periodically interrupt the pictures with commercials.



THERE'S NO BUSINESS IN SHOW BUSINESS DEPT.

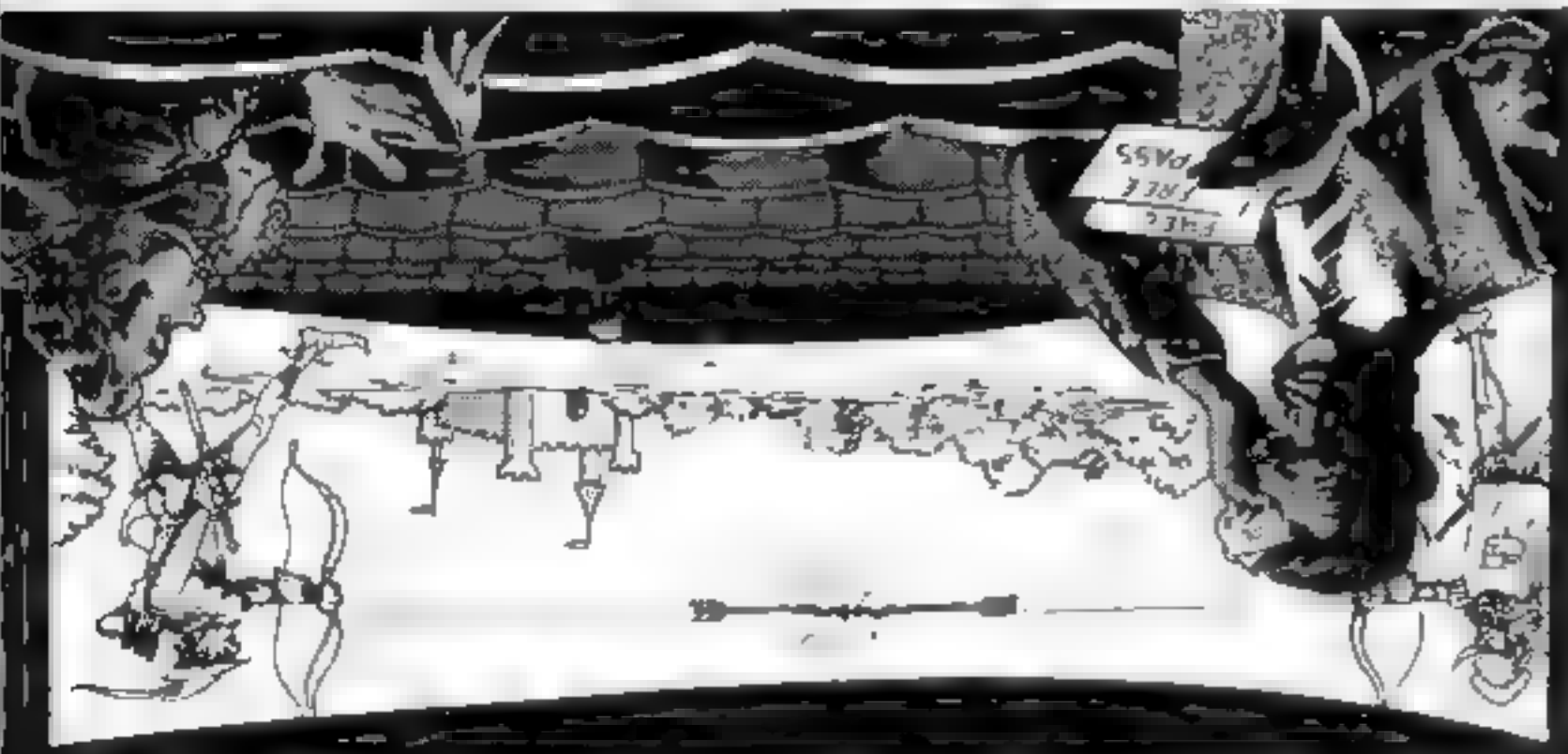
IN AN EFFORT TO STIMULATE SAGGING BOX-OFFICE RECEIPTS AND TO KEEP MORE AND MORE MOVIE THEATERS FROM GOING OUT OF BUSINESS, HOLLYWOOD HAS RESORTED TO SOME DESPERATE MEASURES



First came 3-D, which only served to irritate the movie-goers' eyes!



Then came 3-track stereophonic sound, which only served to irritate the movie-goers' ears!

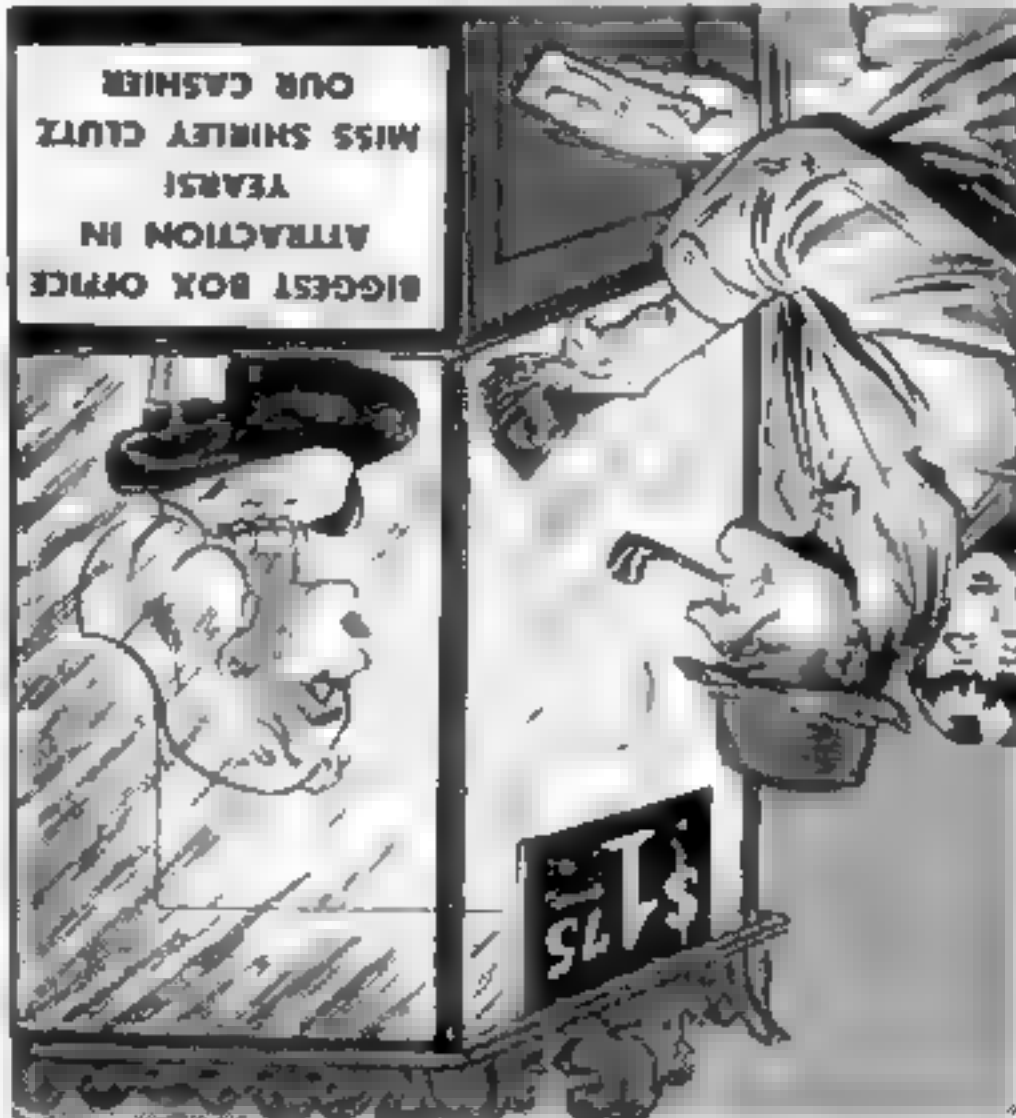


And finally, Cinemascope wrap-around screens, which only served to irritate the theater owners' ulcers by illuminating seats better, making it obvious that.....

HERE'S THE REASON WHY...



In order to go to a movie today, the average guy has to pay a baby-sitter!



When he gets to the movie, he has to pay an outrageous admission charge!



All this so he can sit in a straight-backed chair and see an awful picture!

HERE'S WHAT CAN BE DONE...

The first thing theater-owners should do to fill their empty movie houses is eliminate the admission charges.

Next, they should rip out those straight-back theater seats and replace them with comfortable old easy chairs.



SUCCESS SYMBOLS

and mainly new ulcers! These things are called "success symbols." Recently, we at MAD figured a way out of this rat-race to attain "success symbols"... a way to impress "The Joneses" with things that may look expensive, but really aren't! In other words, now we can live beyond our means with no undue strain, thanks to...

PICTURES BY JOE ORLANDO

PSEUDO-FAX HOME IMPROVEMENT SIGNS

(\$1.95 each \$5.99 the set)



FABRI-TEX SWIMMING POOL

(\$9.95 incl. installation)



DECEPTO-PRINT WINDOW SHADES

(89c each — \$2.98 the set)



WILL BECOME ACTUAL REAL SUCCESS SYMBOLS

in faking success. For example, below, left, is MAD's Cut-Rate "Barbecue" Success Symbol, and to it's right are a few of the other more cleverer ones now being manufactured. See what we mean?

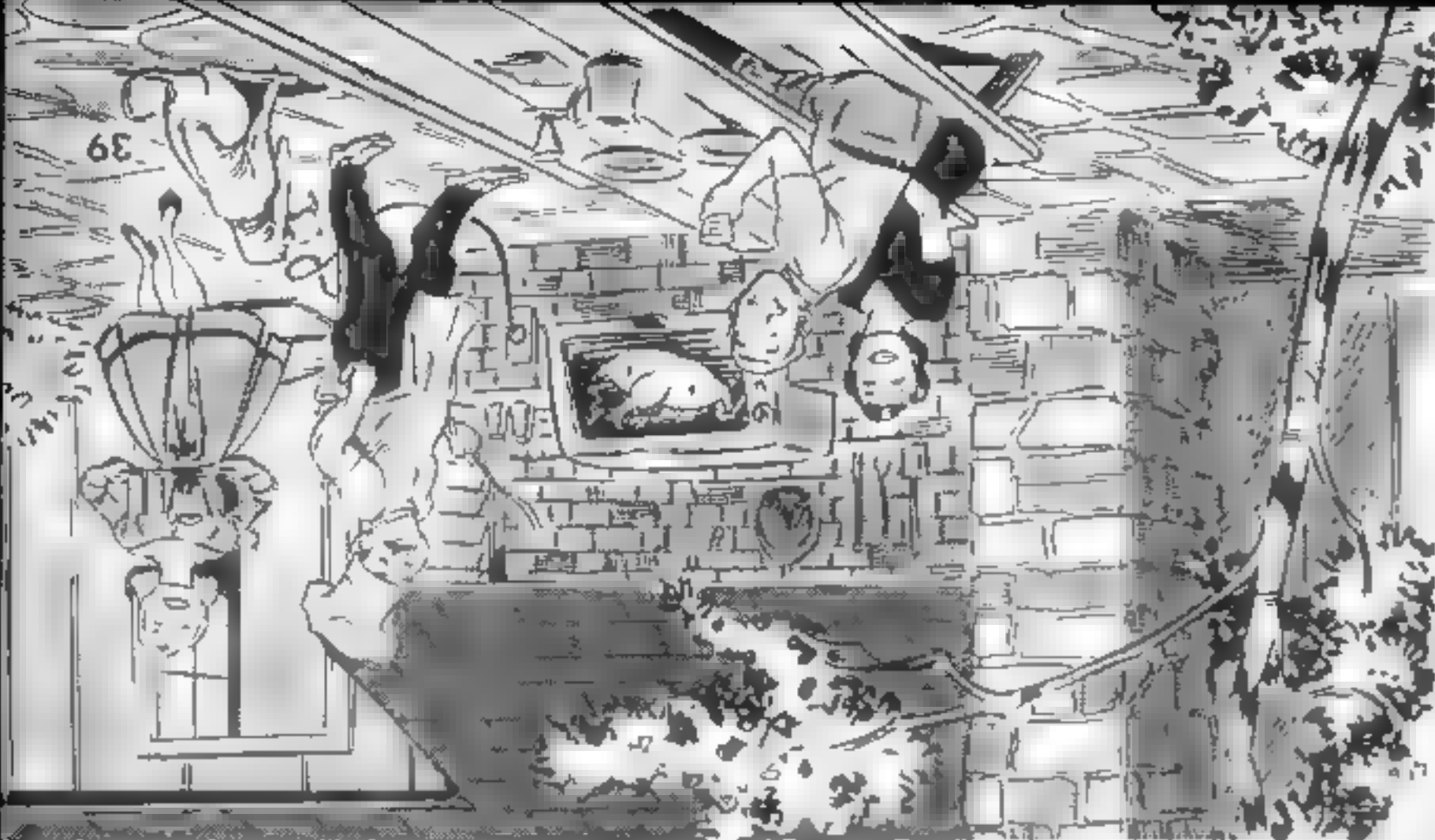
GENUINE ALL-BRICK FAKE BARBECUE

(\$34.95 each)



SUPER DELUXE GENUINE QUARRYSTONE FAKE BARBECUE WITH REAL ELECTRIC ROTATING SPIT

(\$79.95 each)



Outside of each shade has full-color reproduction in perfect perspective of room-section with expensive furniture. When entire set is lowered, outsider gets impression of elegantly-furnished home. Also, keeps house dark so you can't see crummy furniture you do own!

Unit consists of simulated split-wood screen fence with diving-board. Gives impression of big, beautiful backyard swimming pool. Owner can don trunks, climb ladder, and dive off. Owner can also break leg doing this, so safety-matress is available at small charge.

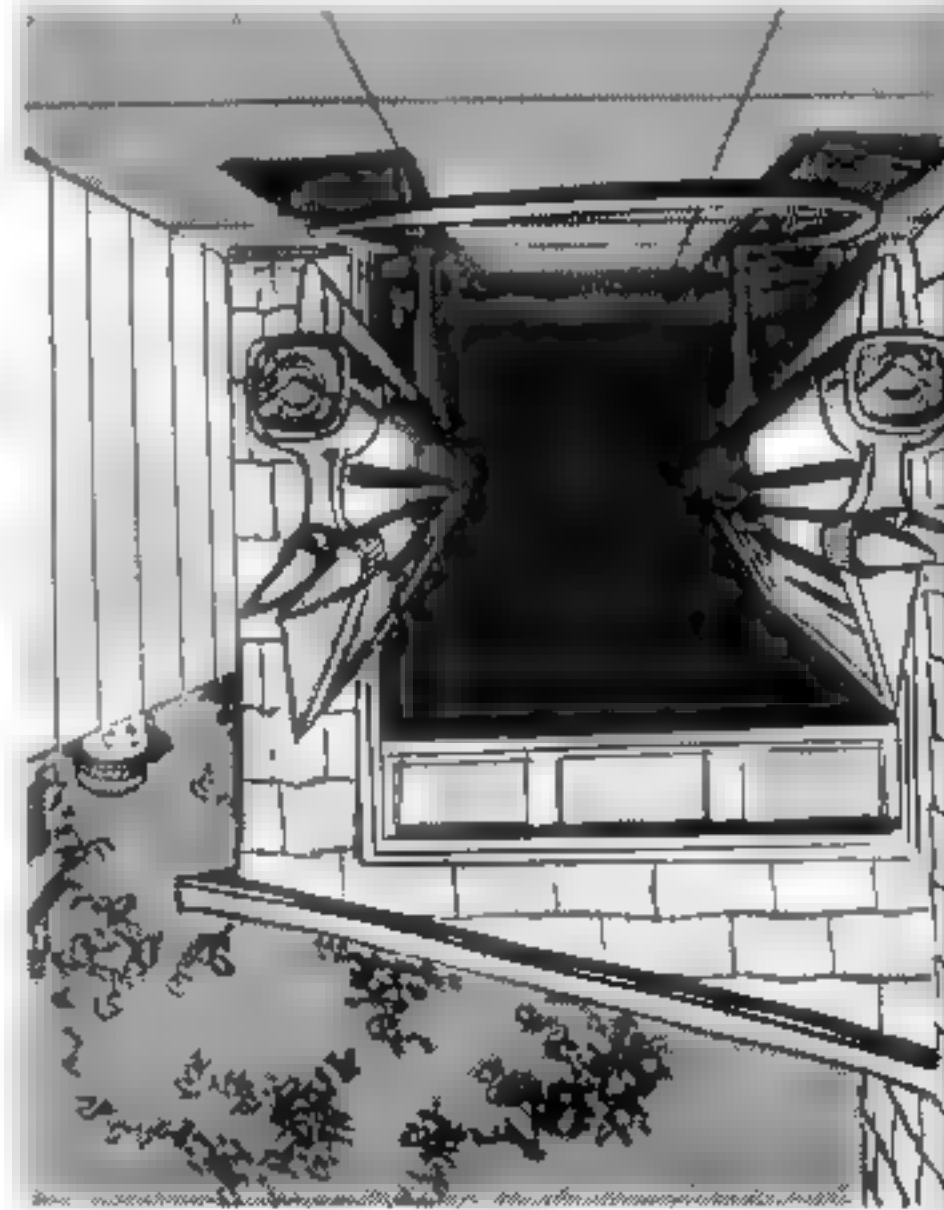
Simple, but effective — merely place a pseudo-fax sign on front lawn for two weeks, complain bitterly to neighbors about slow deliveries, work delays, shoddy materials, etc., then change to next sign. Made of wood so they can be burned as fuel after they've been used.

In the old days, our American dream of success was to "keep up with The Joneses." But not any more! Today, our American dream of success is to have "The Joneses" keep up with us! Attaining this dream consists of constantly raising our standard of living by attaining material things... like new cars, new homes, new furniture,

MAD'S CUT-RATE

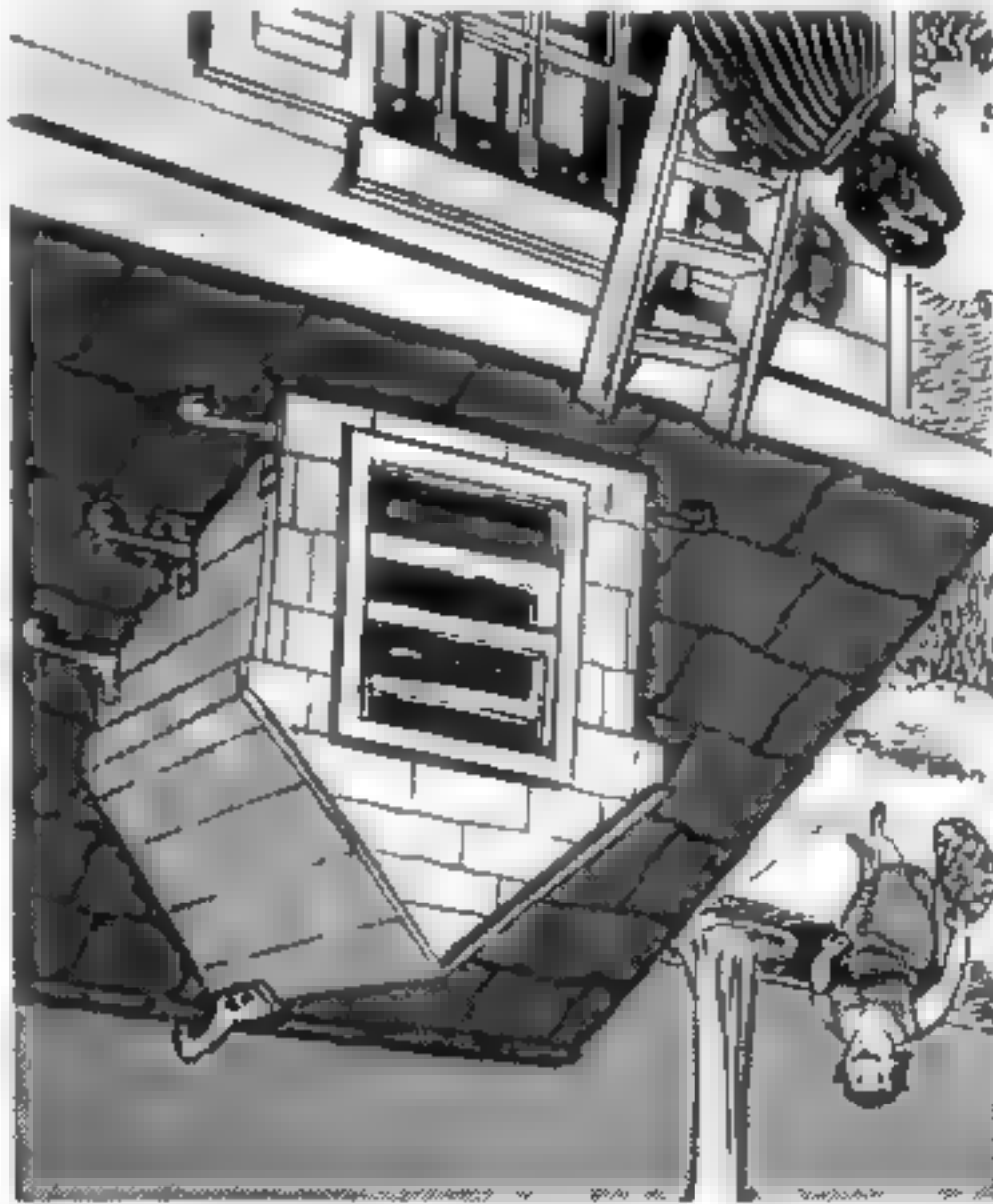
PLASTI-SHAM CADILLAC TAIL FINS

(\$4.98 per pair)



BOGUS-BOARD ATTIC GORMER

(\$3.99 each)



PLEXI-FRAUD AIR CONDITIONER

(\$2.49 each — De Luxe Model \$2.69)



Full-scale plastic replica — will fool sharpest eye. Assemble as directed and place so tail fins extend impressively several feet past edge of garage door. End embarrassment of having to drive beat-up old '49 car. Rich, successful people always have beat-up second cars!

Sturdy, weather resistant — will hook easily to any standard house roof, and gives home that "finished attic" look. Invite mother-in-law for lengthy stay to enhance effect. Serves dual purpose by impressing neighbors and irritating mother-in-law who ends up on old couch.

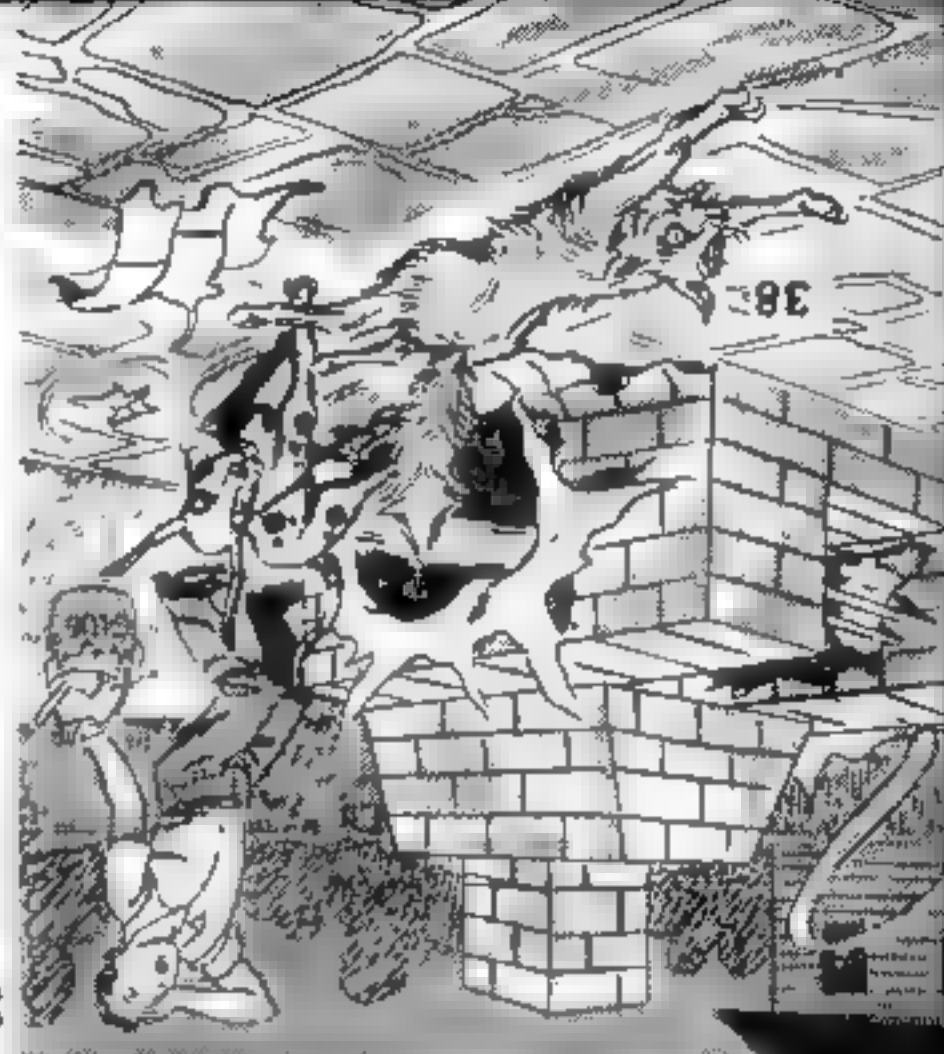
Easily assembled — made of laminated shirt cardboard. Useful for both city and suburban dwellings. Place one unit per window for best impression. Place two units per window for sensational impression! De-luxe model has built-in sponge which drips water realistically.

UNFORTUNATELY, CUT-RATE SUCCESS SYMBOLS

That's right! Word of MAD's clever "Cut-Rate Success Symbols" leaked out, and right now manufacturers are turning out even cleverer ones for those people who will want to outdo their neighbors

CORRUGATED
FAKE BARBECUE

(\$2.85 each)



**Begger: Alms manufacturer.

BEAVERBOARD
FAKE BARBECUE

(\$3.99 each)



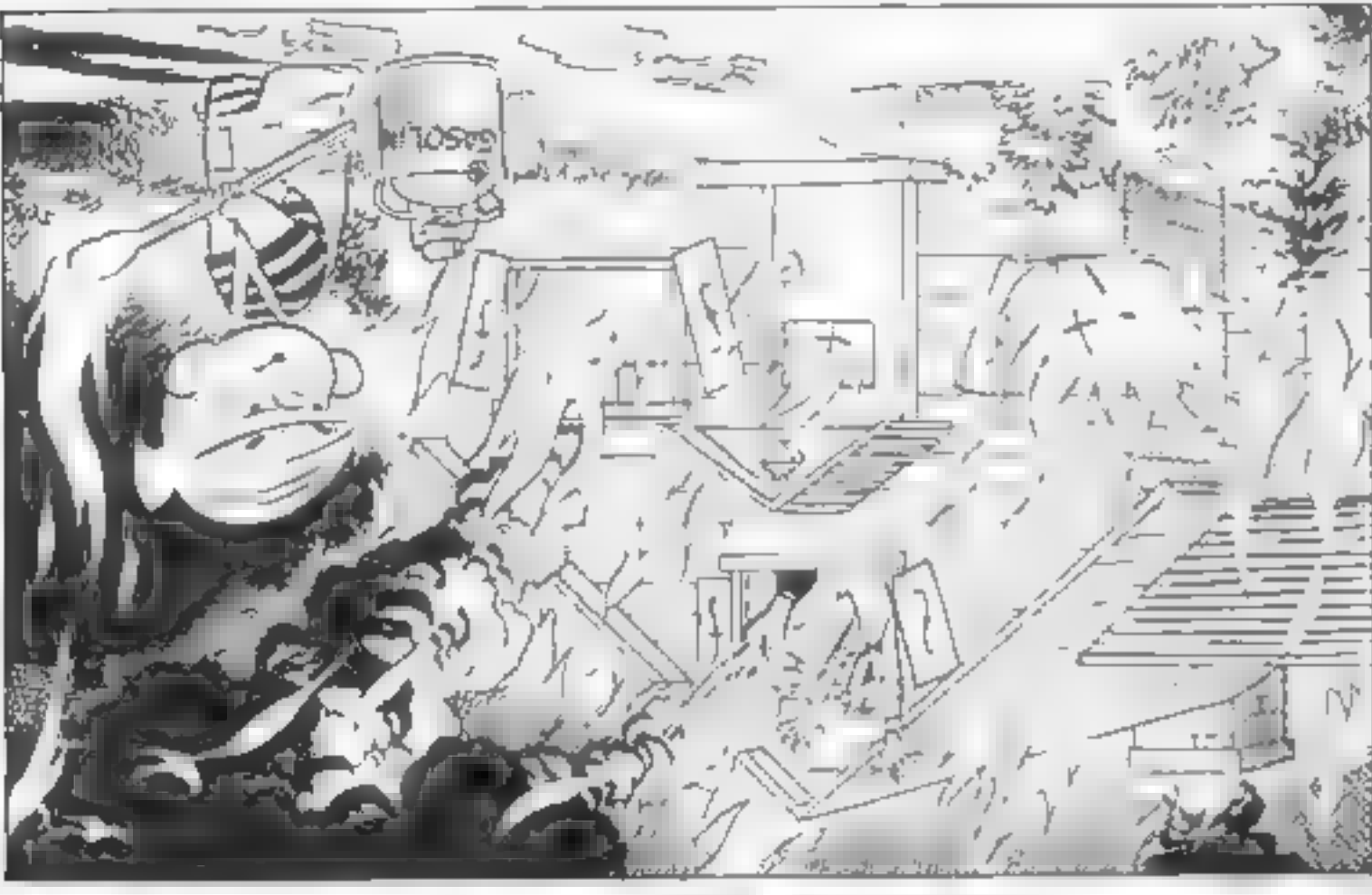
DURO-PLASTIC
FAKE BARBECUE

(\$7.95 each)

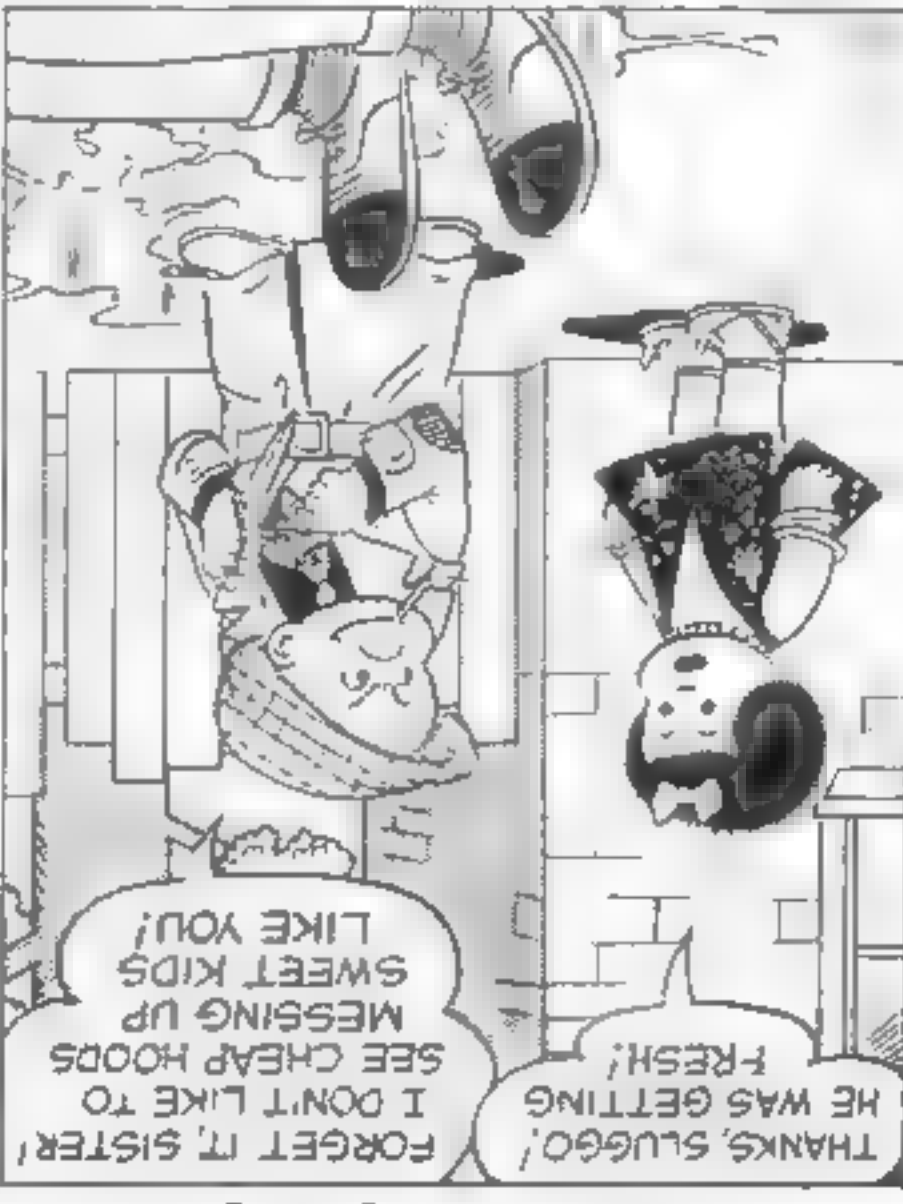
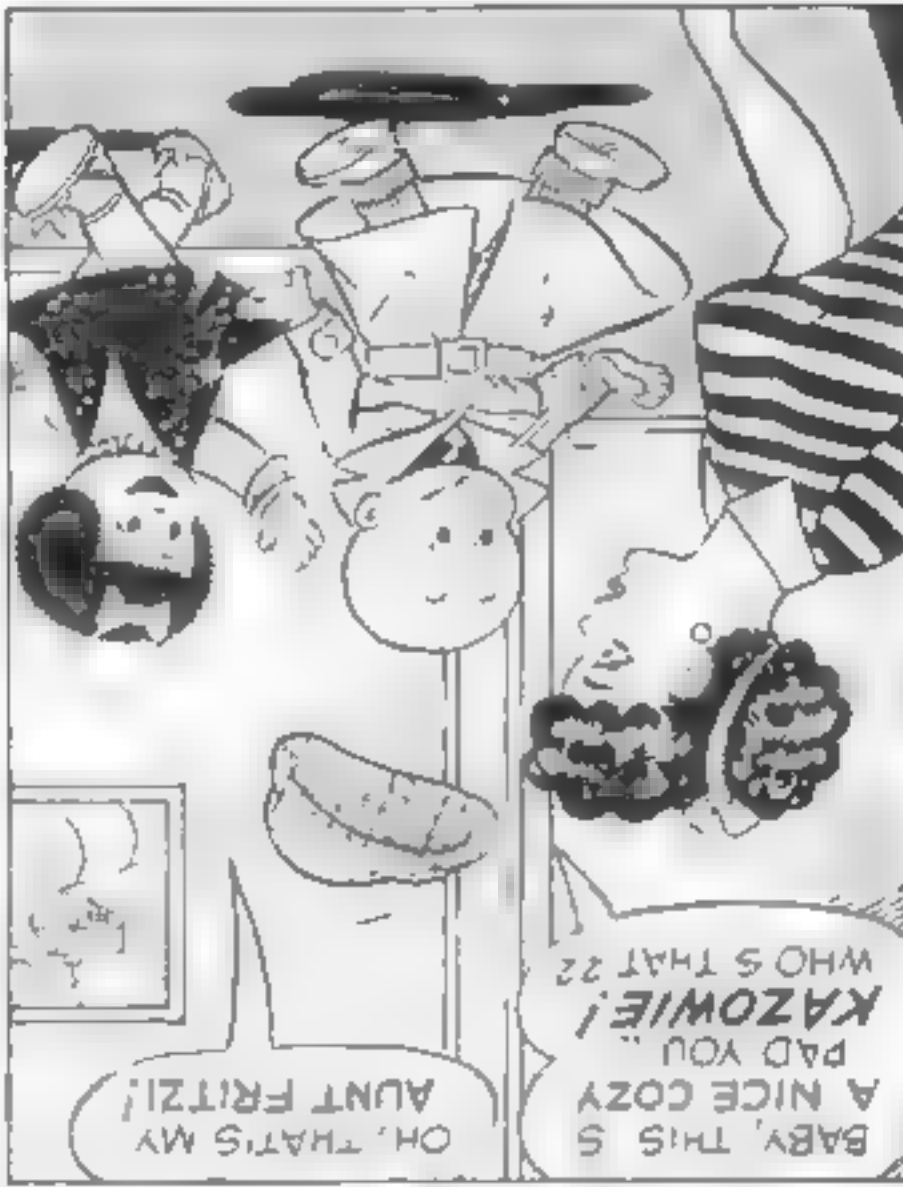




Once upon a midnight dreary, while I pondered weak and weary,
Over many a painful spanking that had made me sore —
Suddenly a strange desire prompted me to light a fire,
Flaming higher, bery pyre — funeral pyre from the floor!
Bright it burned, a brilliant blaze that told me with a final roar
I'd get spankings, Nevermore!



If Edgar Allan Poe Wrote: DENNIS THE MENACE



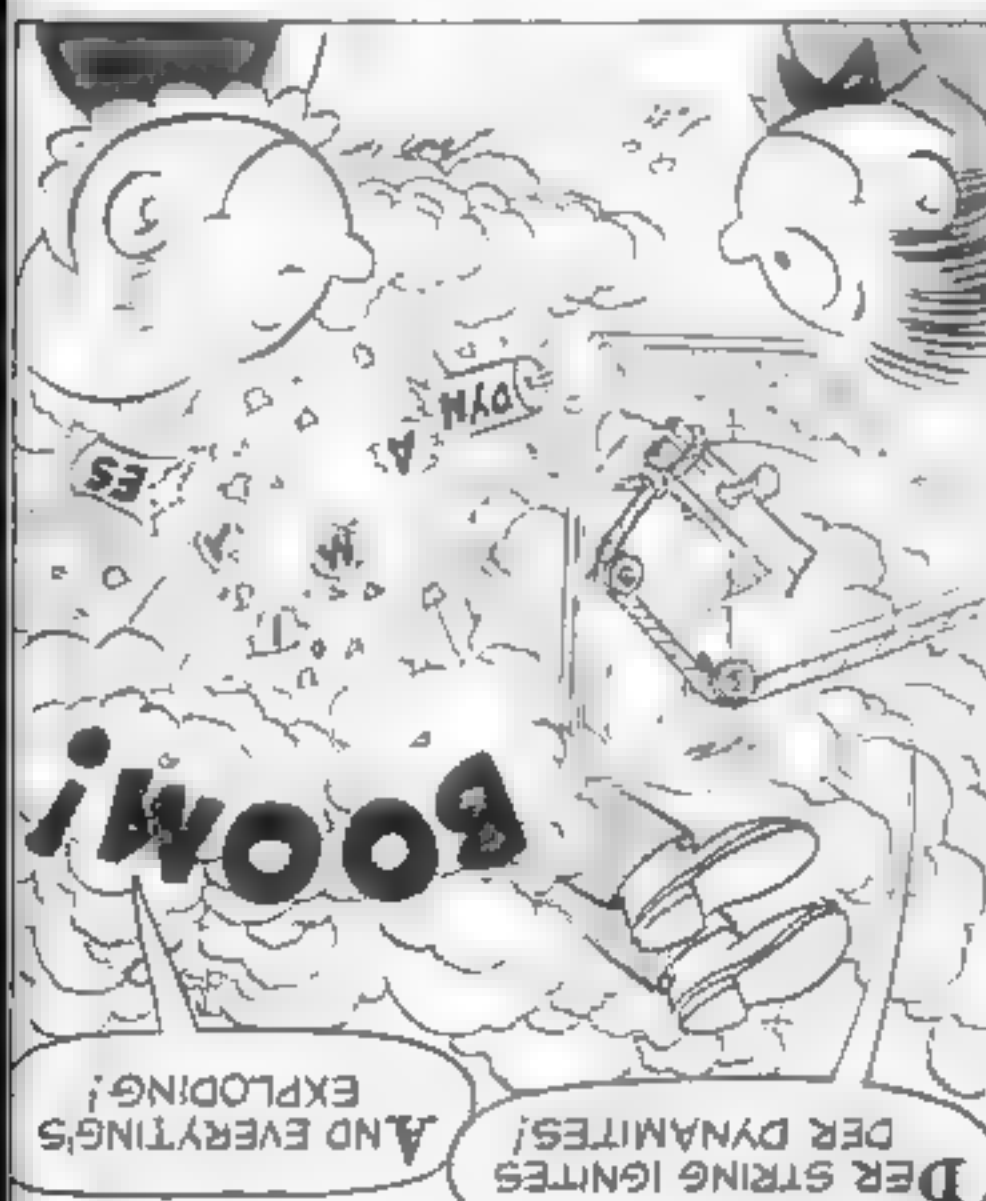
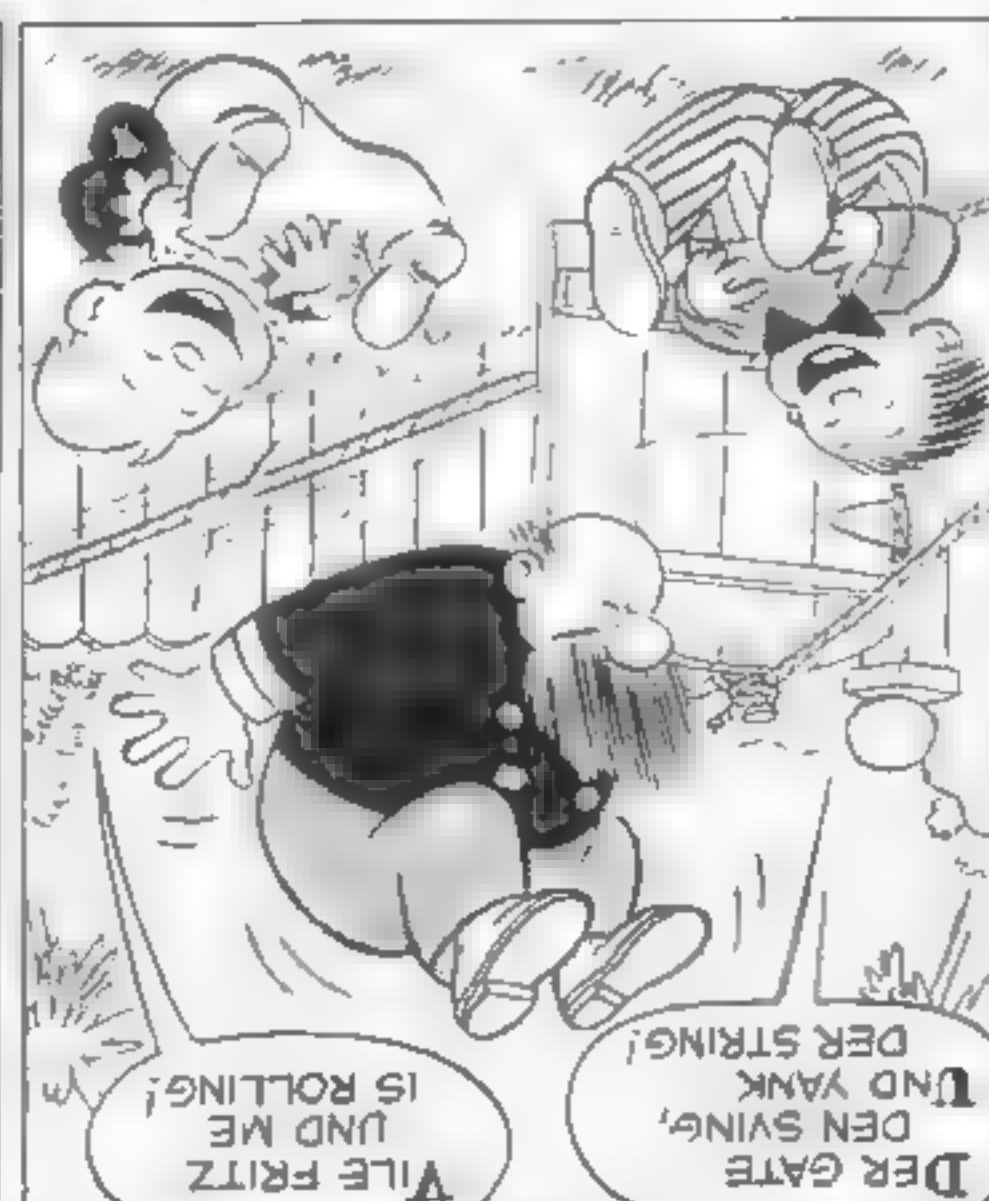
If Mickey Spillane Wrote: NANCY



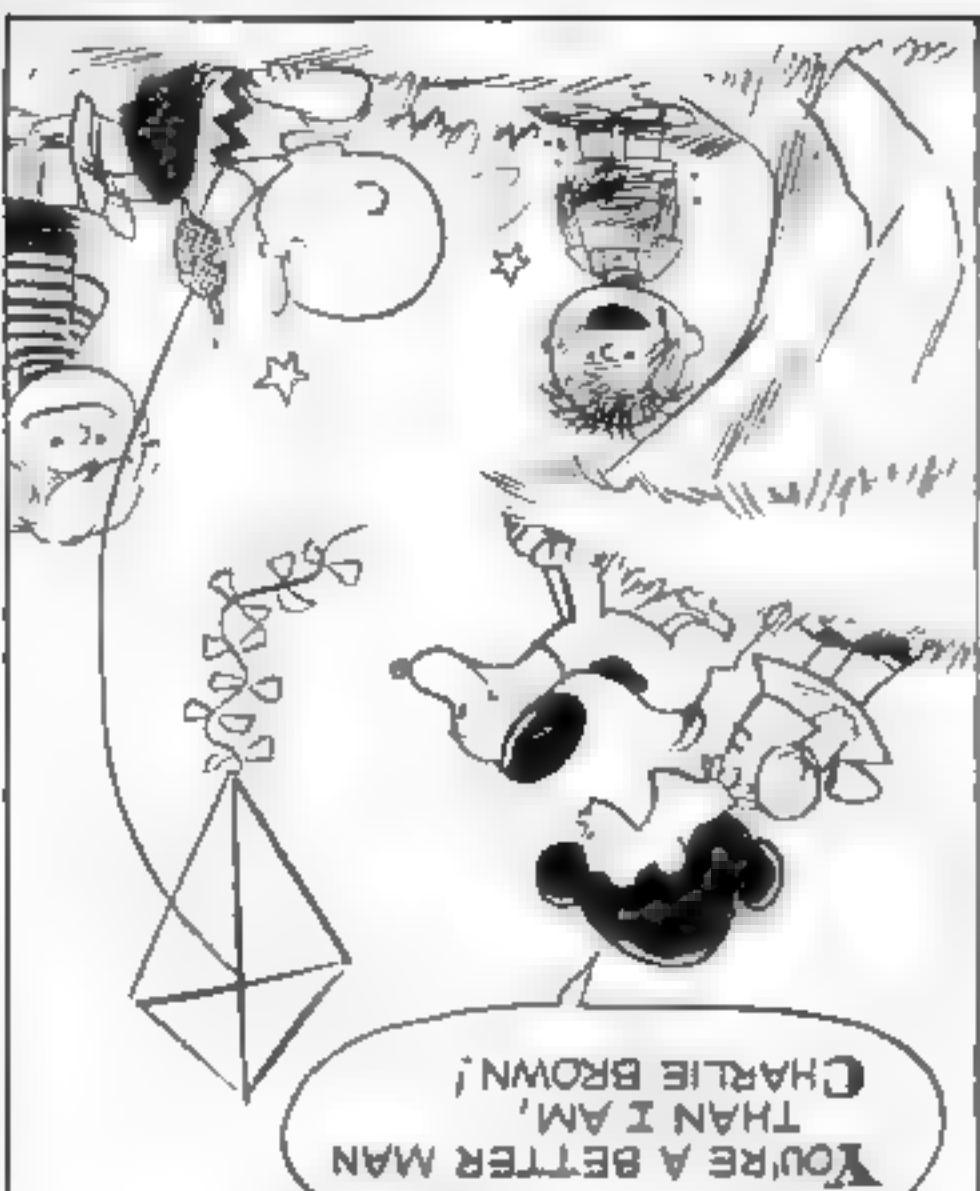
If Tennessee Williams wrote: LITTLE ORPHAN ANNIE



If Rodgers & Hammerstein wrote: REX MORGAN, M.D.



If Walt Whitman wrote: THE KATZENJAMMER KIDS



Role: PEANUTS



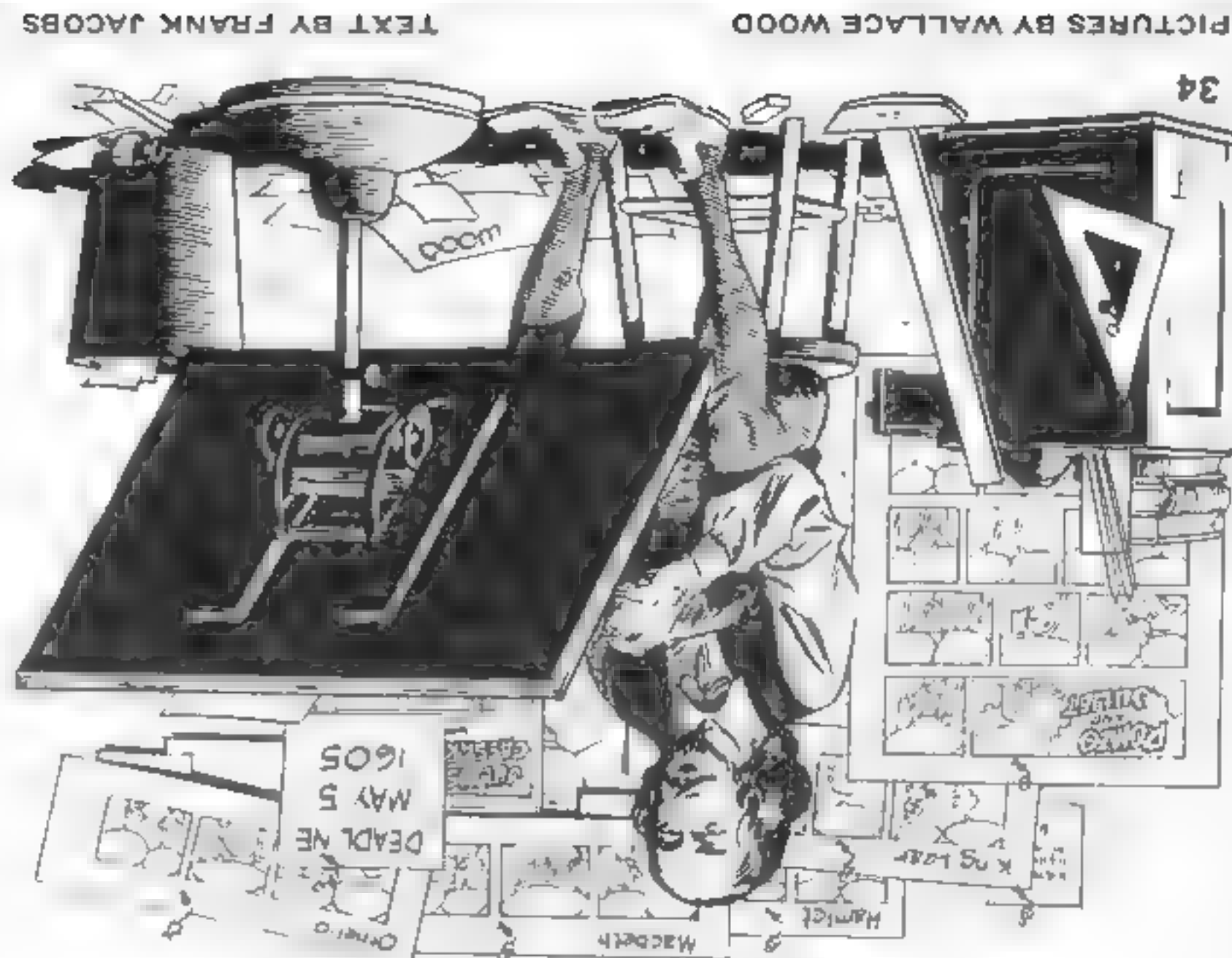
Role: DICK TRACY



Role: DONALD DUCK

We've decided that the trouble with The Comics today is that they just ain't got no literary value! Things might have been a lot different if they'd started off right in the first place. We're convinced that comics would be considered high-class reading matter if only they'd hired some famous authors, poets and playwrights to handle the actual writing. So, if you have a strong stomach, keep reading and see what would've happened

IF FAMOUS AUTHORS WROTE THE COMICS



PICTURES BY WALLACE WOOD

TEXT BY FRANK JACOBS

34



If Paddy Chayefsky



If Gilbert & Sullivan

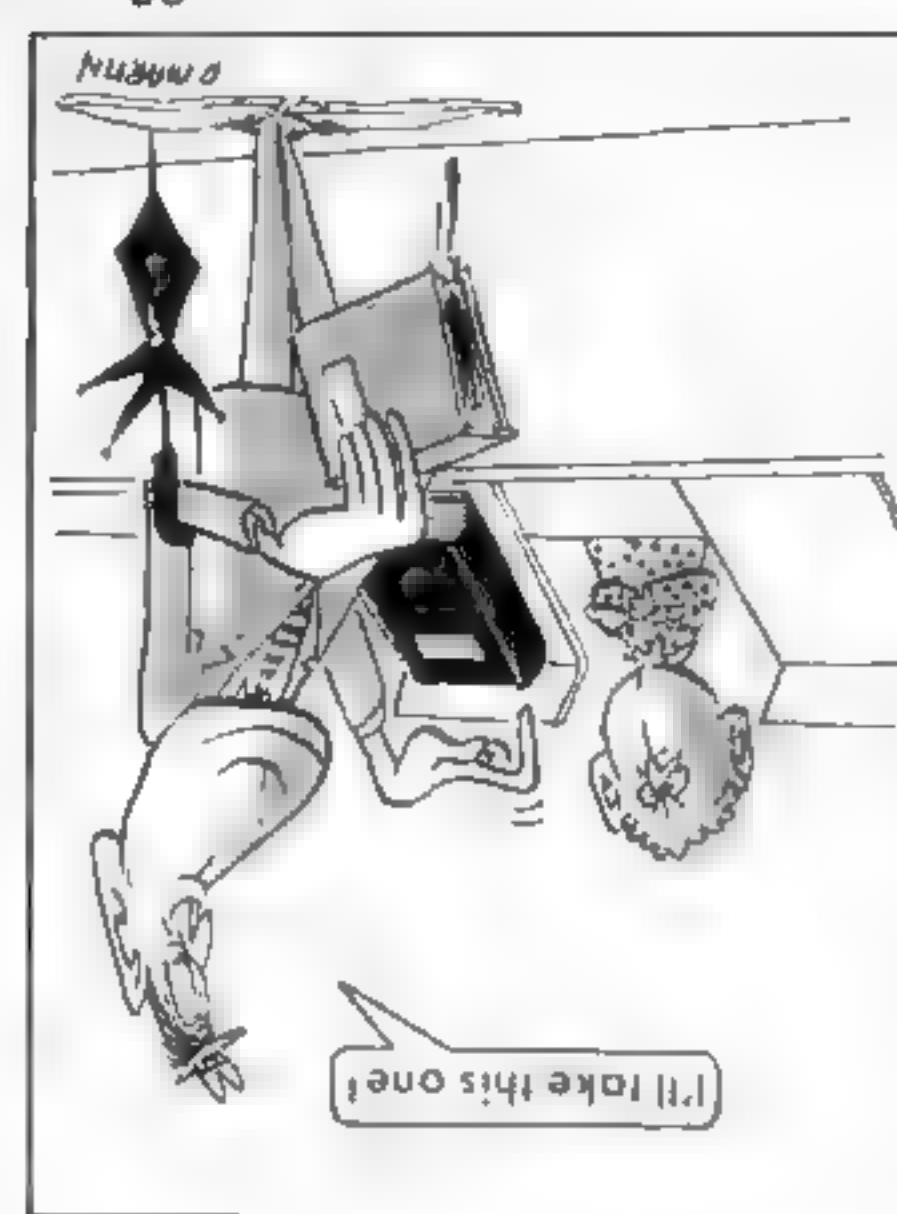
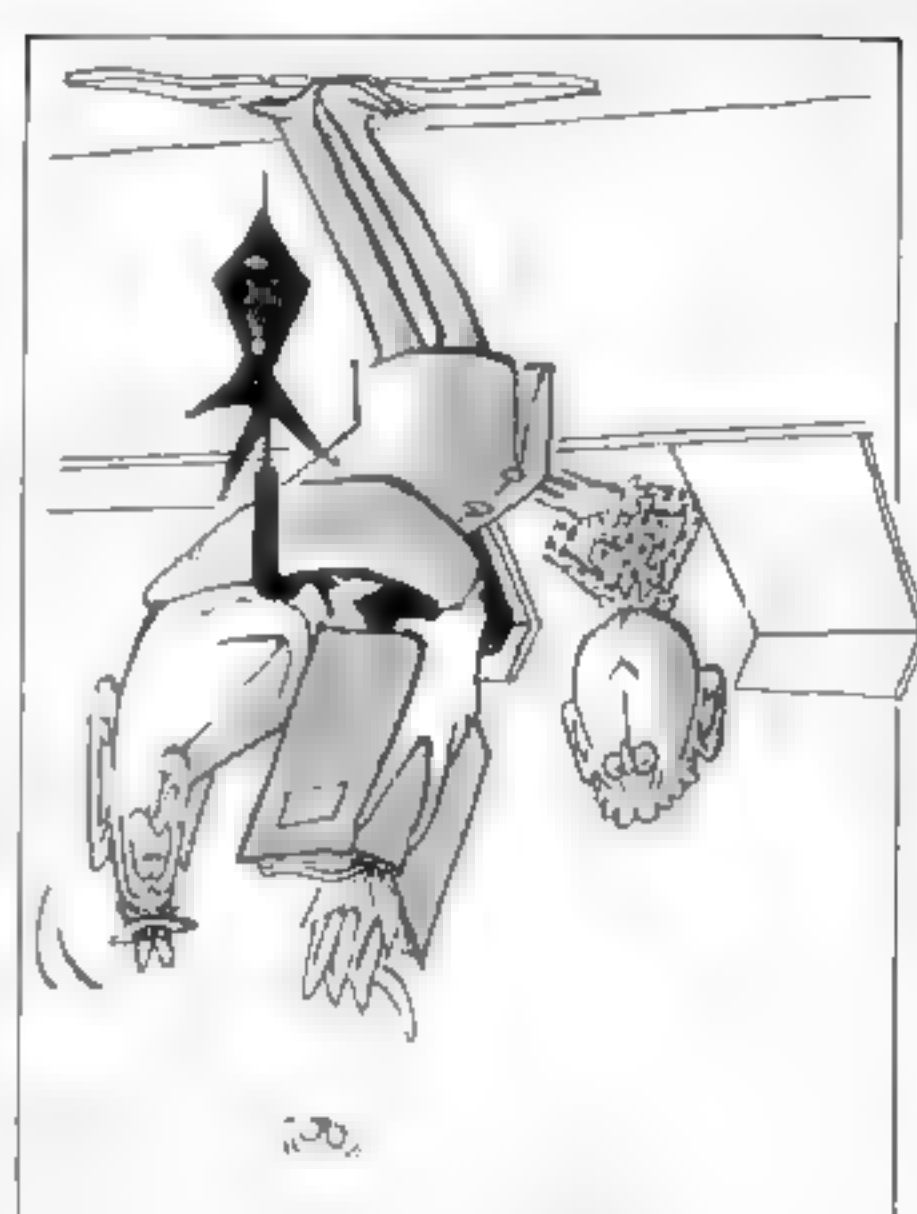
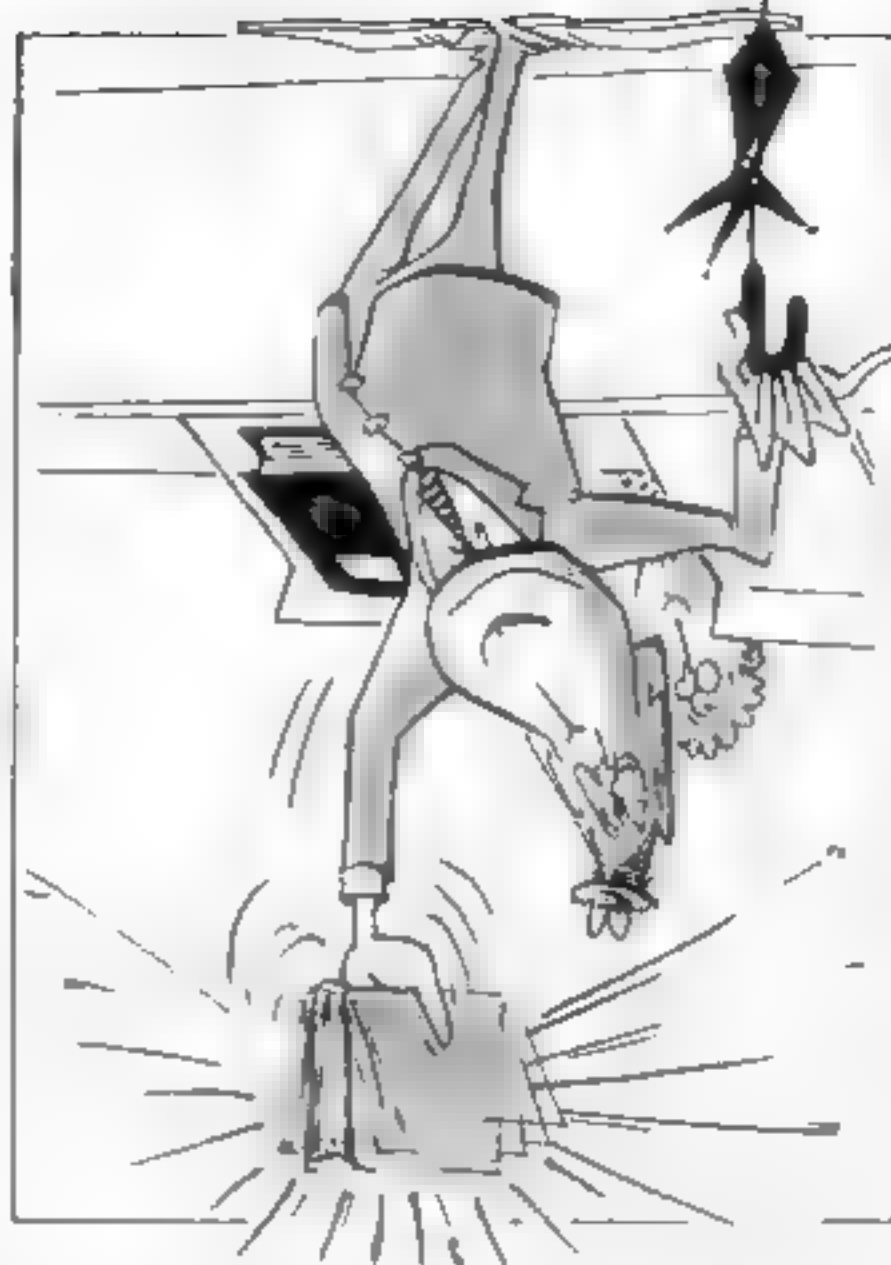
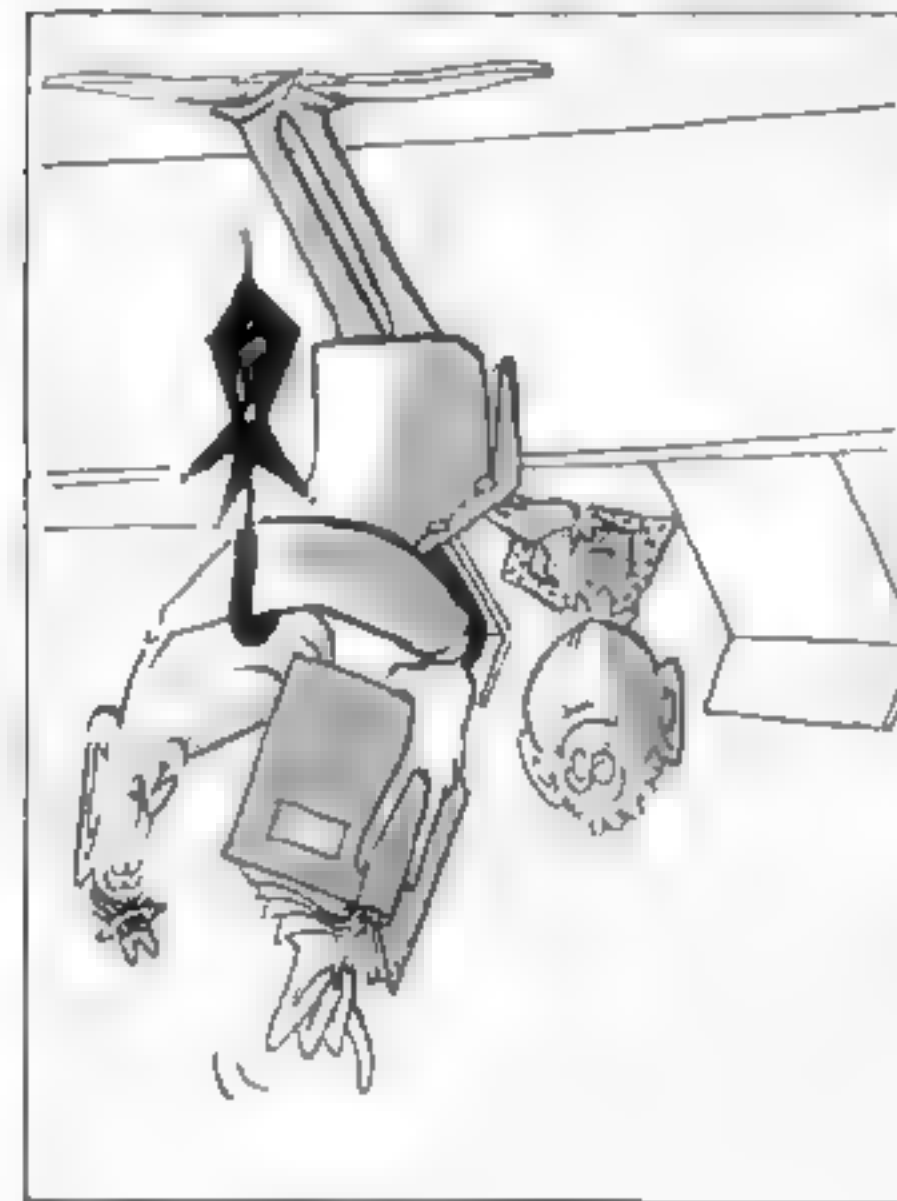
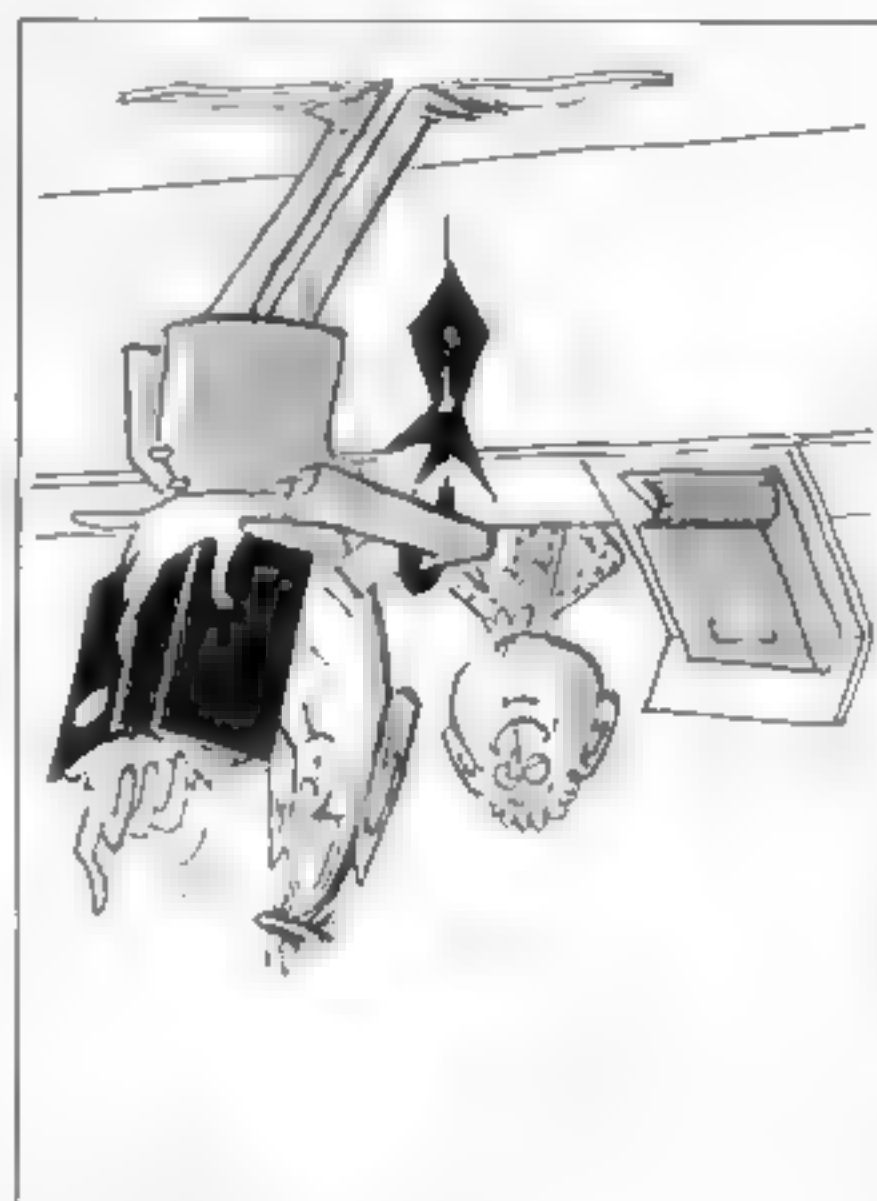
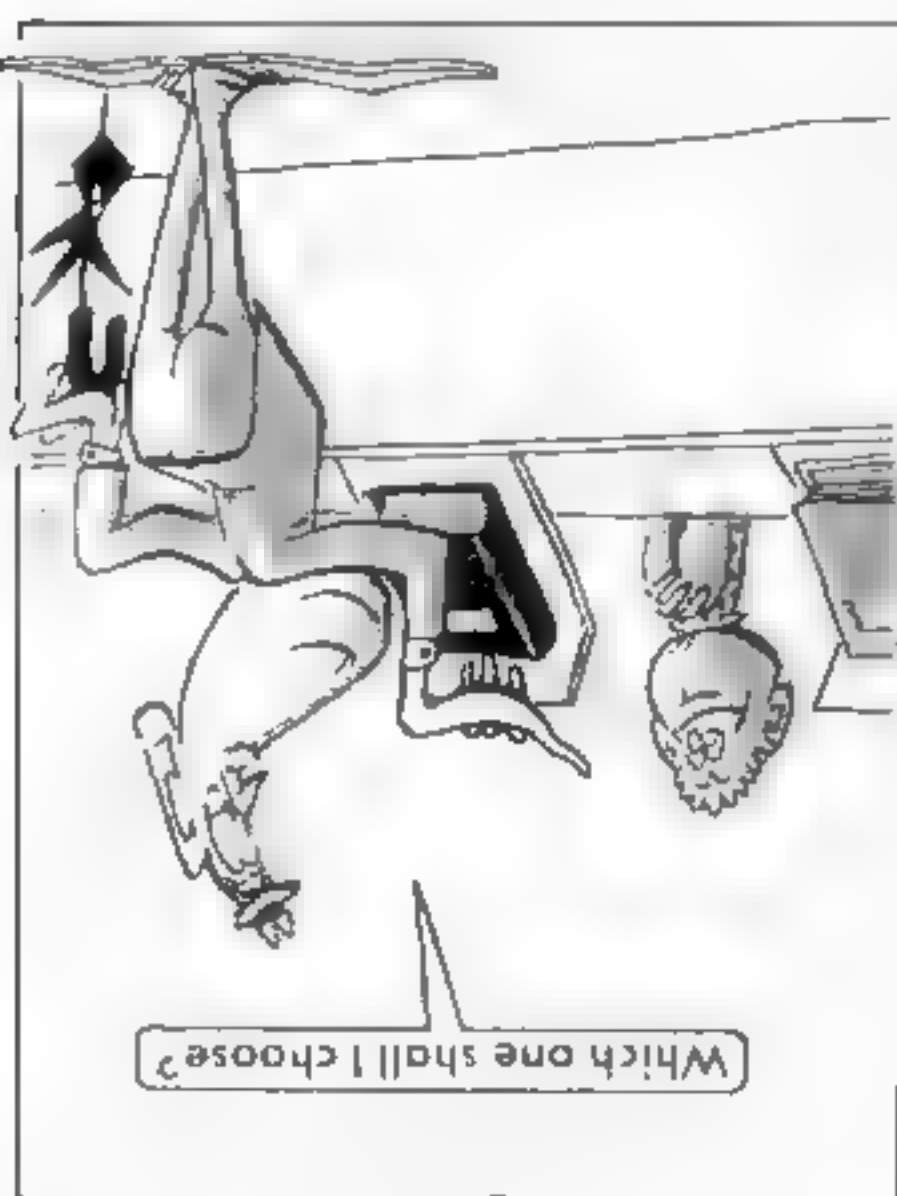


If Rudyard Kipling

ON A CHOOSING BOOK

Being both a member of the illiterati and the illiterati, Don Martin is familiar with the soul-searching torment

DON MARTIN DEPT. PART II



"Designing a modern building for the International Export and Import Company was quite a challenge. I am certainly pleased with the magnificent results my extraordinary talents were able to produce, considering the low fee I charged. You will note that in my brilliantly executed rendering, I have imaginatively blended a mixture of both the commercial and the monumental in this edifice. In all due modesty so typical of noted architects today, I believe this to be not only my finest design, but also the very finest created anywhere, anytime!



ALFRED E.

ARCHITECT'S DRAWING

Commercial building shows beauty and business can be mixed

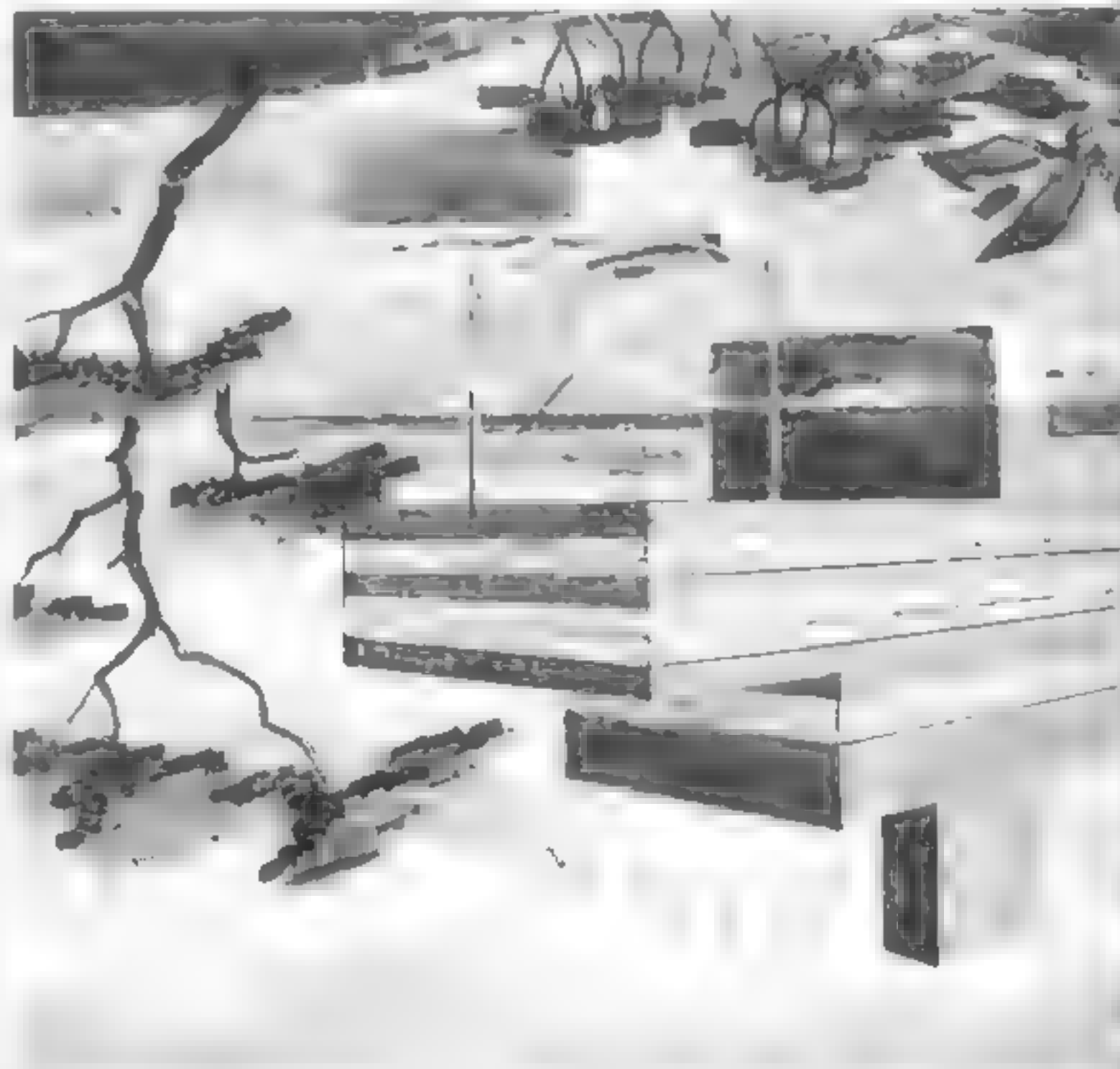
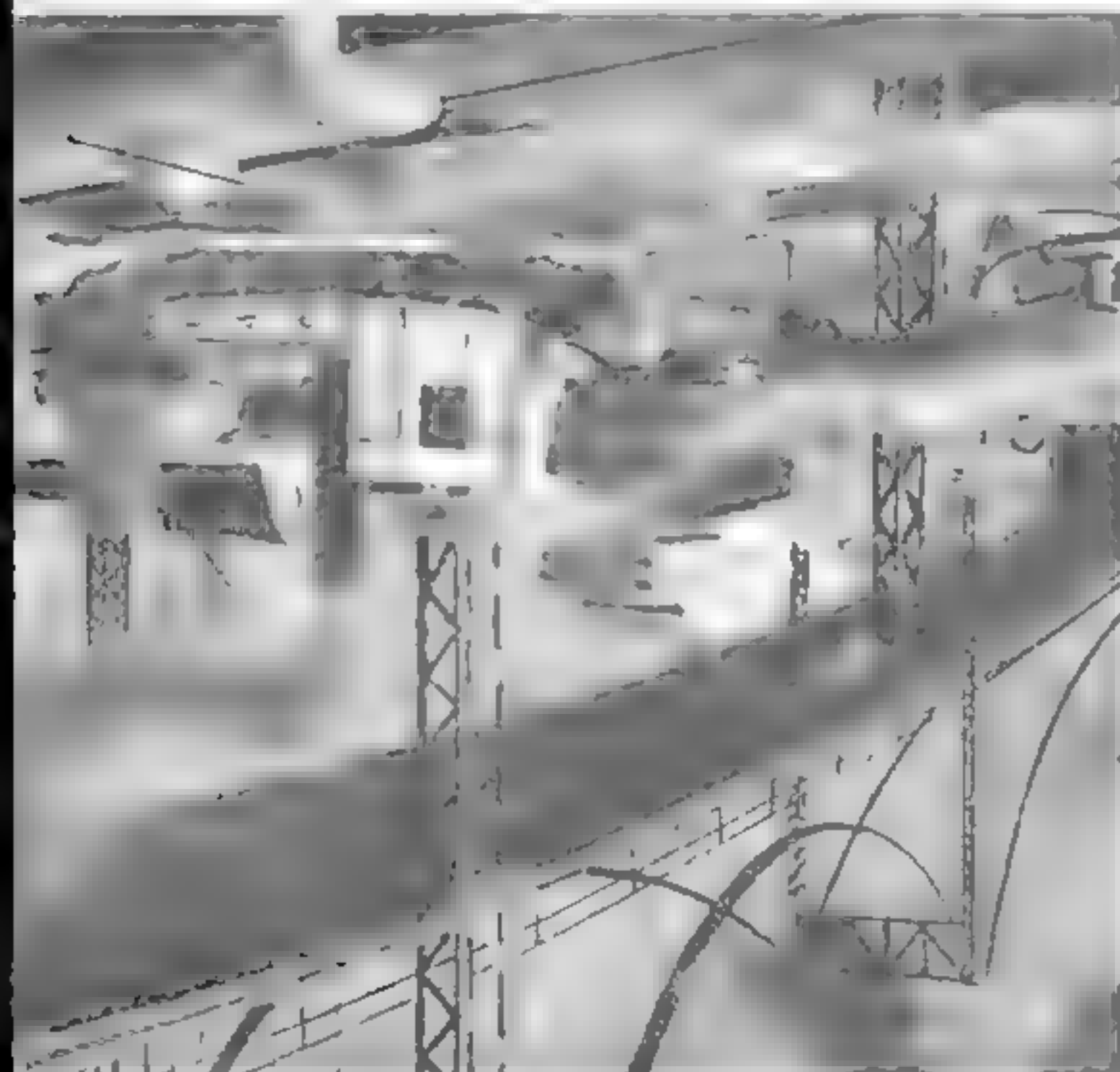


PHOTO OF FINISHED BUILDING

Only possible view is from busy river, which is impossible.



AND SO, MAD IS FORCED TO CONCLUDE THAT MODERN ARCHITECTURAL DESIGNS ARE FINE . . . BUT HERE'S THE ONLY WAY THE ACTUAL BUILDINGS CAN BE ERECTED SO PEOPLE WILL GET TO SEE WHAT THEY REALLY LOOK LIKE . . .



promise of spacious and better living for tomorrow. But then, somehow—somewhere—between the drawing board and the actual building, the magic gets lost. Here are three examples of . . .

PICTURES BY BOB CLARKE

CHITECTURE

BETWEEN THE DRAWING AND THE BUILDING!

"I've always believed that months of study should precede every architectural endeavor. So, when a syndicate of Miami investors prevailed upon me to design a modern luxury refreshment stand, I immediately left to study the building site. Months of sitting on the beach, sketching, planning, studying, dreaming, and acquiring a delightful sun-tan followed. Finally, with all my calculations complete (and coincidentally with the end of the winter season) I headed back North to my office where I completed and submitted my drawings—and my bill."



ARCHITECT'S DRAWING

Magnificent Miami refreshment stand includes combination of simple tropical beauty with look of modern luxury.

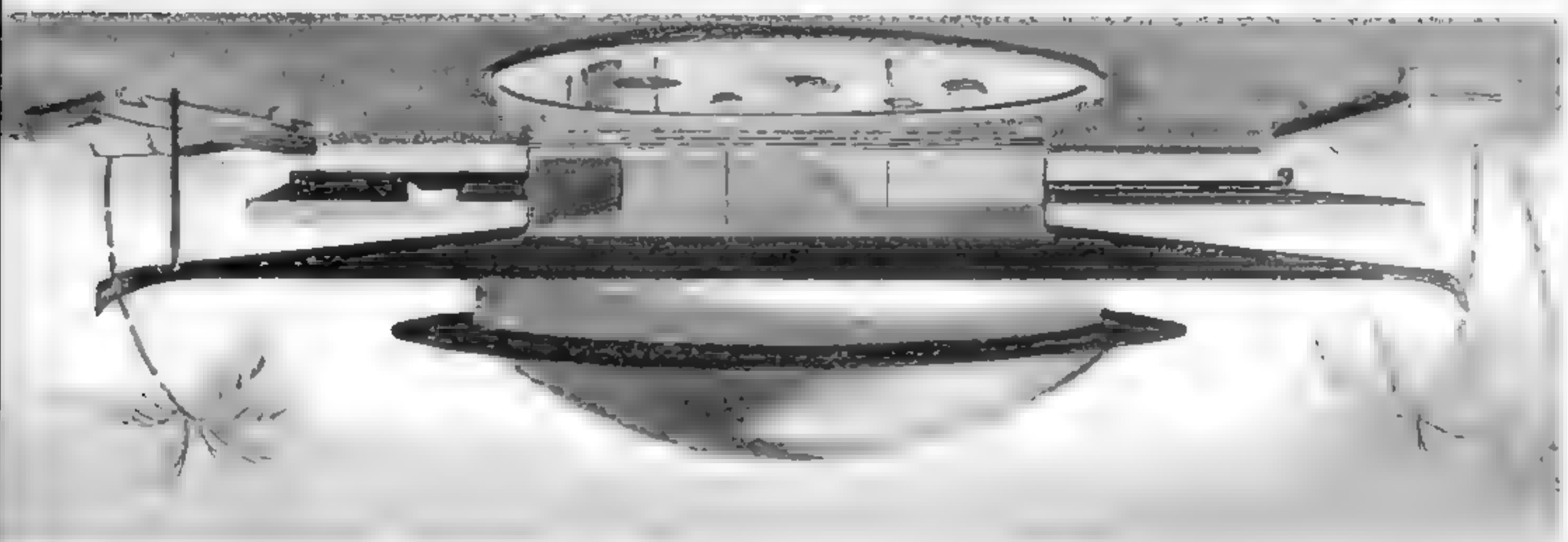
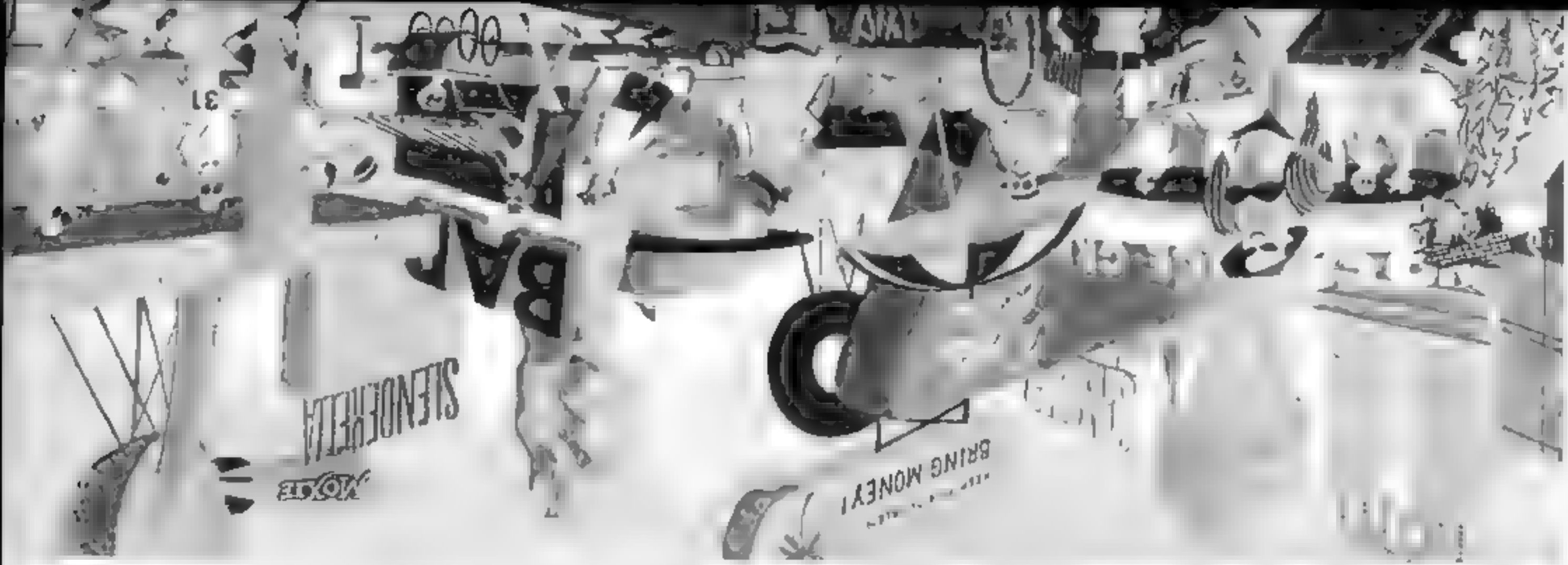


PHOTO OF FINISHED BUILDING

Miami real estate is so valuable, buildings are jammed together and crowd refreshment stand out of picture



*Barteria: Rear door to a cafeteria.

Frequently, in newspapers and magazines, the public is treated to an architect's rendering of a proposed new building. These drawings always convey a feeling of uncluttered beauty, and a

MODERN ARCHITECTURE

... AND THE STRANGE THINGS THAT HAPPEN

Asiatic Flut Chinese chimney.



FRANK LLOYD
WRIGHT'S

ARCHITECT'S DRAWING

Modern skyscraper designed to look right from every angle.



PHOTO OF FINISHED BUILDING

From every angle, we decided this showed most of building.



"The modern building should fit into its surroundings as if nature had planned it that way. In designing my superb skyscraper for New York City, I took into consideration the natural character of the city. Thus, I cleverly conceived of the tall obelisk shape which blends in so well with these surroundings. I paid particular attention to the fact that the busy city people are everywhere, and used my ingenuity to plan the building so it would look right from every angle."

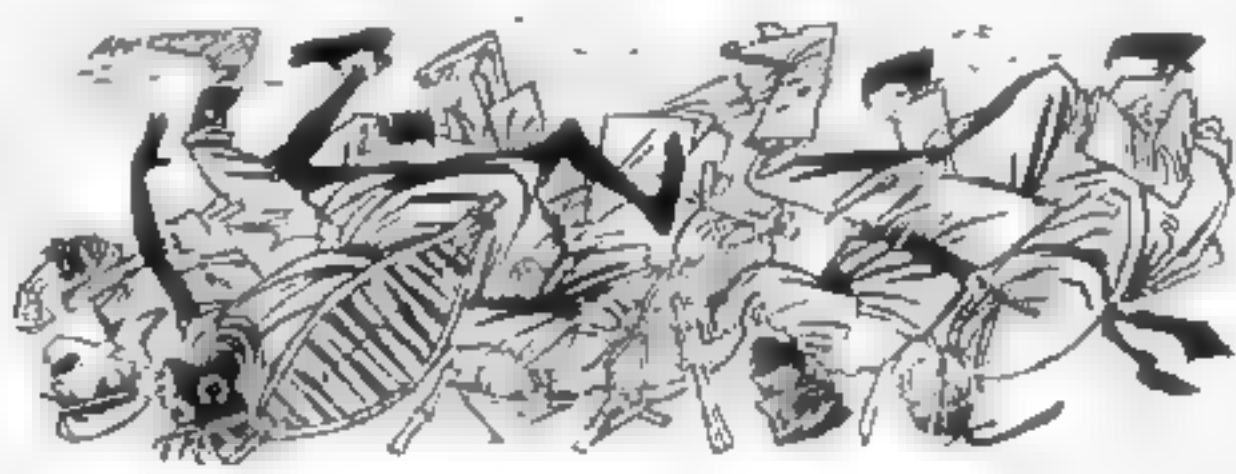
JAPAN			USEFUL PHRASES FOR TRAVELING IN		
No, I am not Red Buttons!	それは利権のと 信は又教宗S	Aw, Goh-Wan-Yu Bo-Doh Hih!	Hurry, my rickshaw is double-parked!	手更變を念 に並由自る	Rhee-lee-fiss Juz Tah Swah-La Ah-Way!
Look! My tuna fish is glowing!	又に見る	Beh-Toh Bye Burd-Zoll	Where can I buy a lead kimono?	受を干涉は利 己自でなり	Goo-Too Zee Lohs-Trop!
Don't try to sell me any cheap U.S.A. imitations!	意を並く自見 あ由	Wee-Dee-Siss Zo Broy-Ko-Fass Oho Cham-Fee-Uhns!	I refuse to take off my shoes, because I got holes in my socks!	意且つ完全 同	Who-Choo No Jo -Hoi Juss Goh Bak Frum Ko-Ko-Mo
I demand to speak to the American Consul!	偶配は結婚 なと者	Hit-Zo Ees-See Wan Yu Yuze 'Lazz-Toy'			

CZECHOSLOVAKIA			NECESSARY PHRASES FOR TRAVELING IN		
I demand to speak to the American Consul!	Pripavte mi, prosim, horku lozen a pinestel!	Yu kiodz kent gal na-vay vit diss!	What do you mean, there's no American Consul?	Czy mógłby mi pan wzakazac najblizszy w.	Doss-sini Chon Foss-teh Dul-liss shup hyere?
POLAND			HUNGARY		
But I tell you, I'm an American citizen!	Vegye az otadik utad balra es a hatodikot jobbra.	Yuzz fur-hin-hors har-hall hah-lyke!	What do you mean, you never heard of America!	Dorim a jumatide da sile de vinul rosu al tare!	Ch oooo-oooalp!
ROUMANIA					

***Dismantled: What the Yankees will be when Mickey leaves.

CUBA			SIMPLE PHRASES FOR TRAVELING IN		
No, I do not want a photo of Desi Arnaz's birthplace!	No, no quiero una estampa del pueblo natal de Desi Arnaz!	For-i-rio ru-bi-ro-so er-nes-to le cu-o-na ra-to-el tru-ill-o jr.	What time does the next sugar plantation go up?	A que hora explotara proximo central de azucar?	Jo-se fer-ter mi-guel-ito val-dez xo-vier cu-gol
There is a sniper in my hotel room!	Hay un guerrillero francotirador en mi habitacion!	Jo-se i-tur-bileo cor-illo can-tin-fios juan pe-ron	Why are we 'and-ing in rebe' 'err-ior?	¿Por qué estamos 'err-zondo en ter-ritorio rebelde?	Li-ber-lad la-mar-que sal-va-dor da-li-to puen-te
How long will I be held as a hostage?	¿Mire, por favor, no me lleve ante su lider!	Mi-guel co-var-nu-bi-os pan-cho vil-la car-men a-moyo	Please don't take me to your leader	Por cuanto tiempo me van a detener como rehén?	Ri-to can-si-no do-to-res de'rio us do-mu-gu
I demand to speak to the American Consul!	Exijo hablar con el consul Ameri-canol	Ped-ro de cor-do-ba don a-me-che don Q ba-car-di			

The Middle East			MODERN PHRASES FOR TRAVELING IN		
Room Service?	هناك خدمة الغرف	Dzo bhasi freh-and yore cabr-hast hev-er hahd!	There is oil coming out of my shower!	هناك نفط يخرج من دش	Hit muhzt bhee ieh-lee cawze iahm dohn shahck lak-dof!
Please do not offend my wife!	من فضلك لا تخجل زوجتي	How-r-yah goh-n-o kip-em dow-non oh tah rm?	Are the para-troopers friendly?	الجنود الصديقون	Hofia dey've zeen pah ree?
When may we expect a border crisis?	متى يمكننا توقع أزمة	Shouldn't they sweep up that U.N. observer?	No, I am not supplying Soviet Russ on arms	لا، أنا لا أمدد الشيوعيين بالأسلحة	Howmah-nee horiz haff-yew broh-kent?
How long will I be held as a hostage?	كم من الوقت سأبقى رهينة	Why are we 'and-ing in rebe' 'err-ior?	Please don't take me to your leader	من فضلك لا تأخذني معك إلى زعيمك	Aye thawl ove'io' yew 'u-way' in-de cah?
I demand to speak to the American Consul!	أريد التحدث مع القائم	Yew kent doo-ds iuh-meel			



NUTS TO VOUS DEPT.

When people go traveling abroad, they usually take things with them that make their trip more enjoyable. For instance things like money! They usually also take those handy little "Guide Books" which help them get along in foreign languages. These guide books are crammed full of phrases like "How much is it?", "That's too much!", "My toast is cold!", "My room is hot!" and so on. Well, perhaps these inept, simple-minded comments were good enough for travelers abroad in the past. Unfortunately, things have changed. People who go abroad these days need phrases to fit the situations they'll run into today! So, to help today's traveler, here is...

MAD'S

MODERN

HANDY

PHRASE BOOK

FOR THE

AMERICAN

TOURIST

♦♦Euthanasia: Juvenile movement in the Orient.

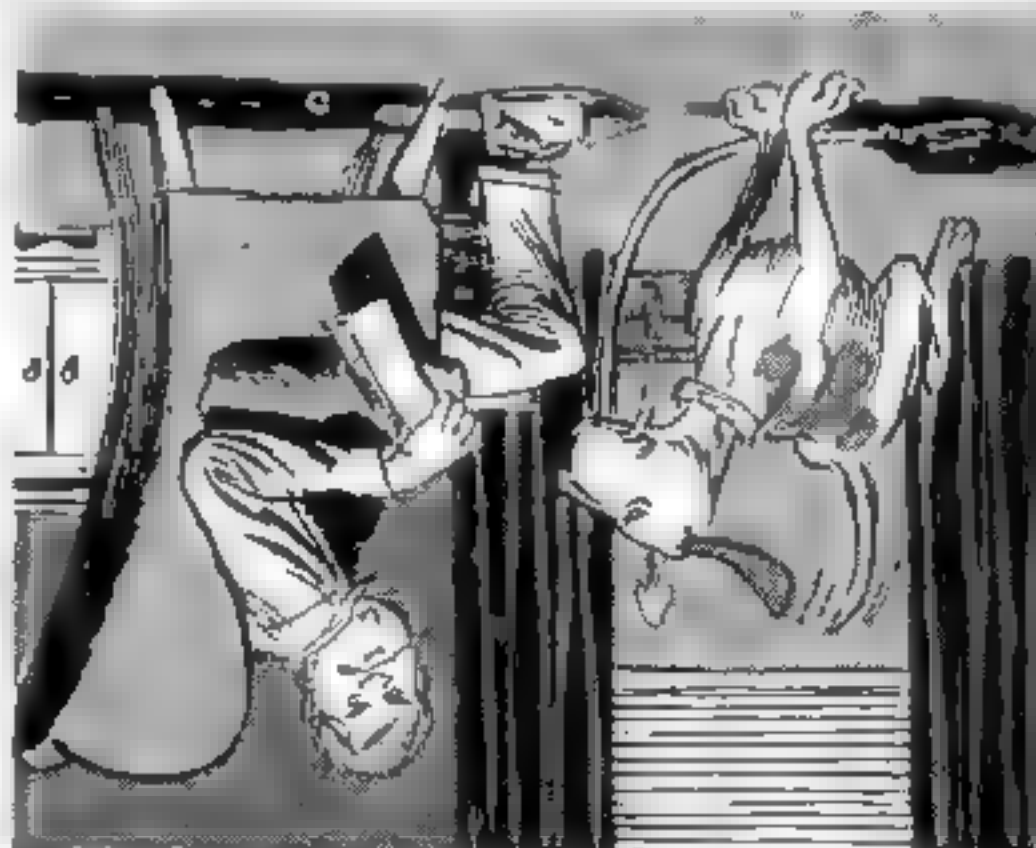
HANDY PHRASES FOR TRAVELING IN RUSSIA

When will I get my camera back?	Когда-когда, принимать фото. в какой-то раз?
Has the chamber-rod finished searching my luggage?	Нужно ли искать в чемодане, и на чужих вещах?
Which corner of the room is mine?	В какой комнате, в каком углу?
What time is the new Commissioner's funeral?	Когда будет похороны нового комиссара?
What time is the ex-Commissioner's funeral?	Когда будет похороны бывшего комиссара?
What is dissolving cordill?	Что такое кордильеры?
Our guide is very friendly.	Ваш гид очень дружелюбен.

Why was our guide liquidated?	Почему наш гид был расстрелян?
Waiter, there's a dictaphone in my borscht.	Ваша комната, в которой есть диктофон?
The handcuffs are chafing my wrists.	Ошейники на запястьях раздражают.
Do you have a cell with a view?	В вашей комнате есть вид?
Will I need my goggles in Siberia?	Вам понадобятся очки в Сибири?
Is this how you treated Adlai Stevenson?	Так ли вы обращались с Адлаем Стивенсоном?
I demand to see the American Consul.	Я требую увидеть американского консула.

TRAINING YOUR MASTER

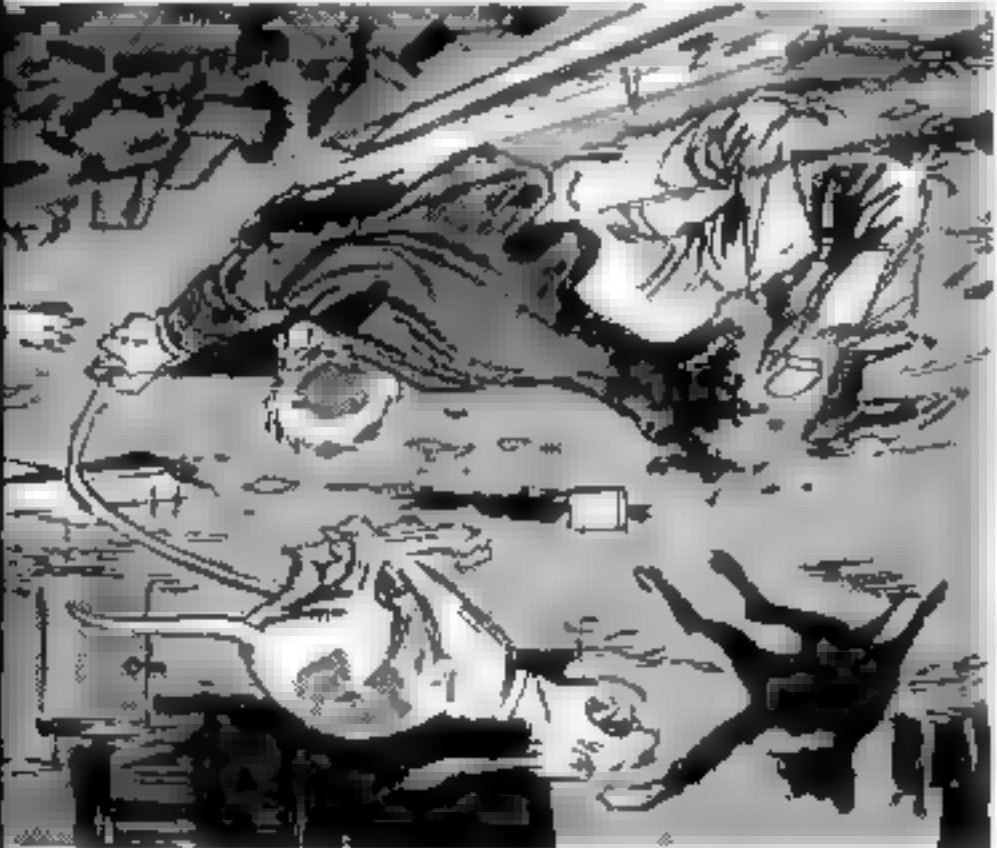
LOSING THE LEASH



On your first walk, you will probably have to wear a leash. We know this is silly, but don't fight it. Play along with this stupid game at first. Once you are outside, clever maneuvering will teach your master who's the boss.



Immediately head for the nearest tree, whether you need to or not. Proceed to circle the tree several times so it will be impossible for your master to disentangle you. Such tactics should annoy him so much he'll unleash you



If this fails, then without warning, start chasing something. This can be a cat, a bird, another dog, anything. Eventually, your master will have to let go of the leash. After a few days of this, he'll be thoroughly trained.

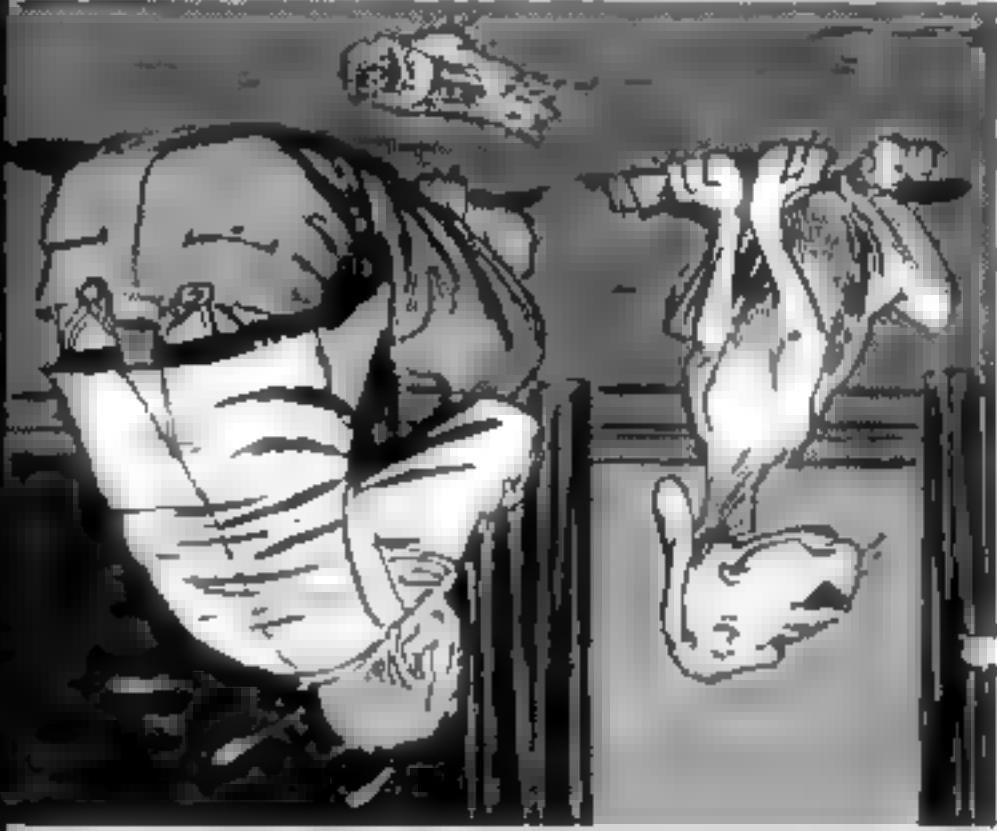
FETCHING HIS OWN PAPER



Don't be surprised if your new master expects you to carry his newspaper in the house from the front stoop. You can break him of this annoying habit immediately by using your paws and teeth to render his paper unreadable.

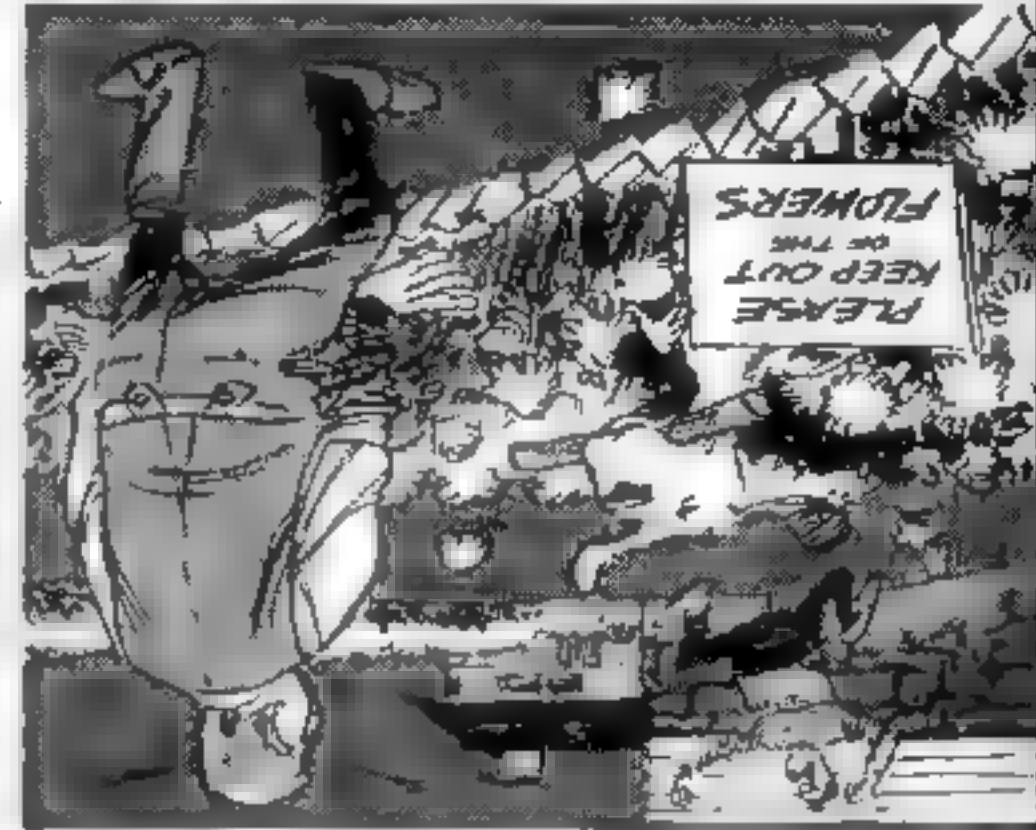


This may, of course, anger him. Brace yourself to be whacked several times on the rump with the rolled-up paper. More often than not, it will not hurt at all, but don't you let on! Instead, just look sad-eyed and whimper softly

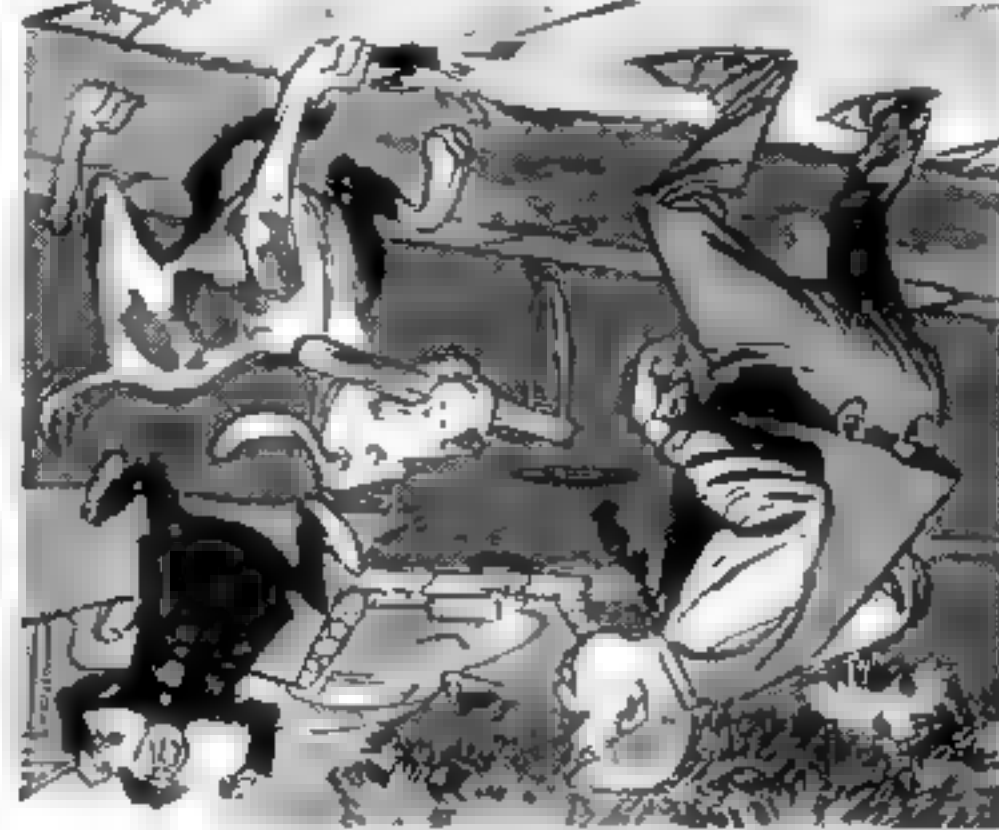


This will cause your master to feel sorry for you, and guilty for losing his temper. He will hate himself for what he has done, and apologize over and over. Be noble and don't laugh in his face. After all, he's only human!

THROWING THE STICK



Wolfsbane: An old maid.



There are several variations of this game which you can teach your master. One of these is to fetch the wrong stick and see if he notices any difference.



Do not be angry if he doesn't master tricks the first time. Be kind to him. Remember, even tho he's just a dumb animal, a man is a dog's best friend.

OUR MASTER

CHECKING YOUR CHOICE

Once you have chosen your breed of master, you must carefully check his individual specifications. A well-bred master can be judged by examining the following parts of his body. If they fail to meet all these rigid standards, bite him and start searching all over again.

EARS Should be alert and pointed, with good hearing. A keen-eared master means you won't have to bark yourself crazy trying to get inside the house on a cold stormy night.

EXPRESSION

Should be pleasing. A master's personality can be judged by his expression. A smiling sense of humor, and suggests you'll be able to get away with murder. A frowning or twisted mouth suggests he may mistreat you, like making you wear a muzzle, or refusing to let you run loose.

TEETH

Should be sharp, and his own, good strong teeth indicate prospective master likes meat, and will eat plenty of it. This guarantees much more table scraps for you.

ARMS

Should be muscular. Strong arms mean that master can throw slick good distance, and you won't have to make annoying short runs.

LEGS

Should be long. It's absolutely humiliating to hear the laughter of other dogs when they see a short-legged master who can't keep up with you.

HEAD

Should resemble your own. It's a known fact that dogs often look like their masters. This is no accident. It comes from the discerning dog looking over his prospective master and asking himself, "Is it me?"

NOSE

Should be clear and bright, with good vision. It's ridiculous to have a near-sighted master yelling your name over and over when you're standing two feet away from him. Masters who wear glasses are acceptable, but beware of bifocals.

STOMACH

Small nose is preferable, as long nose suggests sensitivity to odors, thereby insuring frequent baths.

HANDS

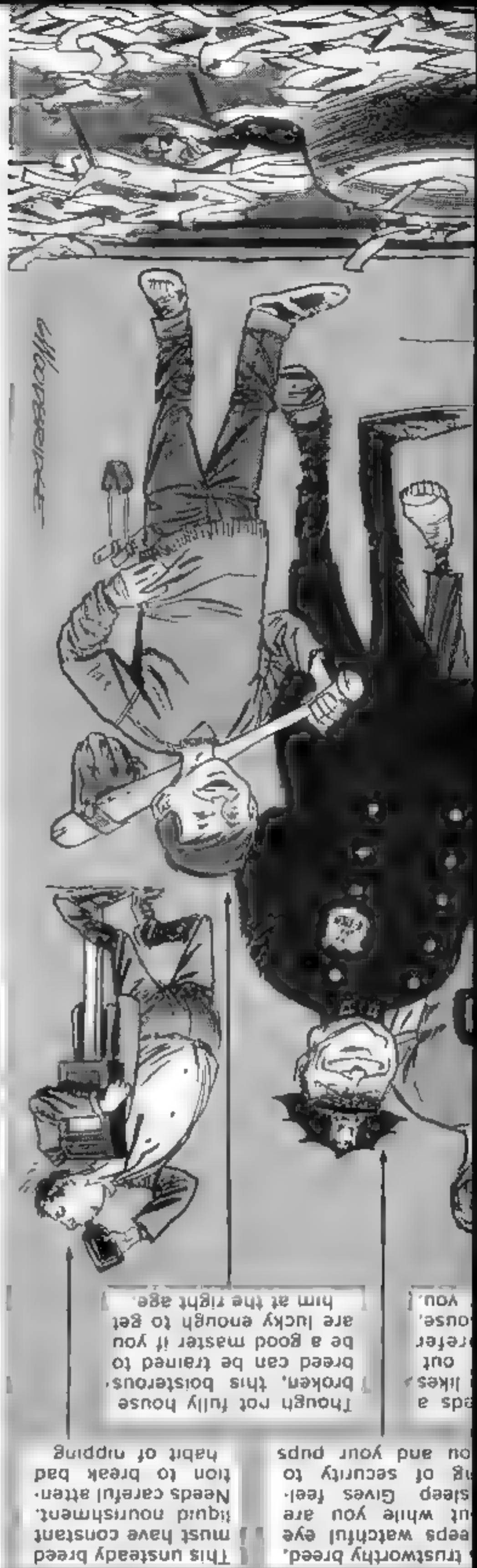
Should be small. A large stomach interferes with bending, thereby discourages constant refilling of water dish, petting, and other necessary attentions you need.

FEET

Should be firm, yet gentle. When pelted, nothing is worse than "flabby hands." But beware of new master who gives bone-break-ing paw shake, as this means rough treatment is ahead.

Look for small-sized feet, as they cut down odds of having paws and tail stepped on.

Forum: Not agamslum.



This unsteady breed must have constant liquid nourishment. Needs careful attention to break bad habit of nipping

trustworthy breed, sleeps watchful eye out while you are asleep. Gives feeling of security to you and your pups.

Though not fully house broken, this boisterous breed can be trained to be a good master if you are lucky enough to get him at the right age.

ads a likes out refer house, you.

ne glass, looking up at action, and from the beings are easily won the palm of your paw.

CHOOSING YOUR BREED

There are various breeds of masters a potential human-owner can choose from. Be sure that the one you select will fit in with the way of life you want to lead. Once you've made your choice, play up to him (or her) by barking, wagging your tail, pawing him soulfully, and whining. Human over by such demonstrations of affoutset, you'll have your master him.

This breed has a long pedigree, is accustomed to a rich life. However, can make life miserable through constant barking, and may snap at you and all your friends

Loyal, friendly and kind, but with no sign of pedigree. Often very unclean, and may annoy you with scratching

This is a breed that must be avoided at all costs. Continually gets under foot. But what is even worse, continually takes attention away from you

A G O O D B E T ! This meek and dejected breed has never learned to master his own life, so he can hardly be expected to master yours.

It costs this breed a lot of money to feed herself. The cost of her own food may mean skipper meals for you

It costs this breed very little money to feed himself. Unfortunately, he may have the same attitude to ward feeding you.

Do not be fooled by kind face of this breed. Although her treatment may be gentle, you're in for a bad time as she's almost certain to own a cat.

Absent-minded breed, lives in world all his own. Can be expected to forget to walk you and feed you. However, can also be expected to forget to bathe you

Hairy breed is dependable, but has a tendency to shed all over your best blanket

Hardy breed, needs lot of exercise, to romp around side. If you lying around the then he isn't for



A DOGHOUSE IS NOT A HOME DEPT.

***Conjuror: Tricky lawyer.

Have you noticed how, more and more, dog owners are treating their pets like members of the family? Well, we at MAD have discovered that this trend toward letting Fido eat in the dining room, sleep in the master bedroom, and generally run the lives of the people around him comes

as no accident. Actually, it's part of a calculated plan by the Dog World, and we hesitate to guess where it will all end. To support our claim, we offer in evidence the following book, which we forcibly took from a cute little Cocker Spaniel puppy in a petshop window the other night:

HOW TO CHOOSE AND TRAIN YOUR MASTER

By
BRUCE BEAGLE
President, WOOF
(World Order Of
Flea-Scratchers)

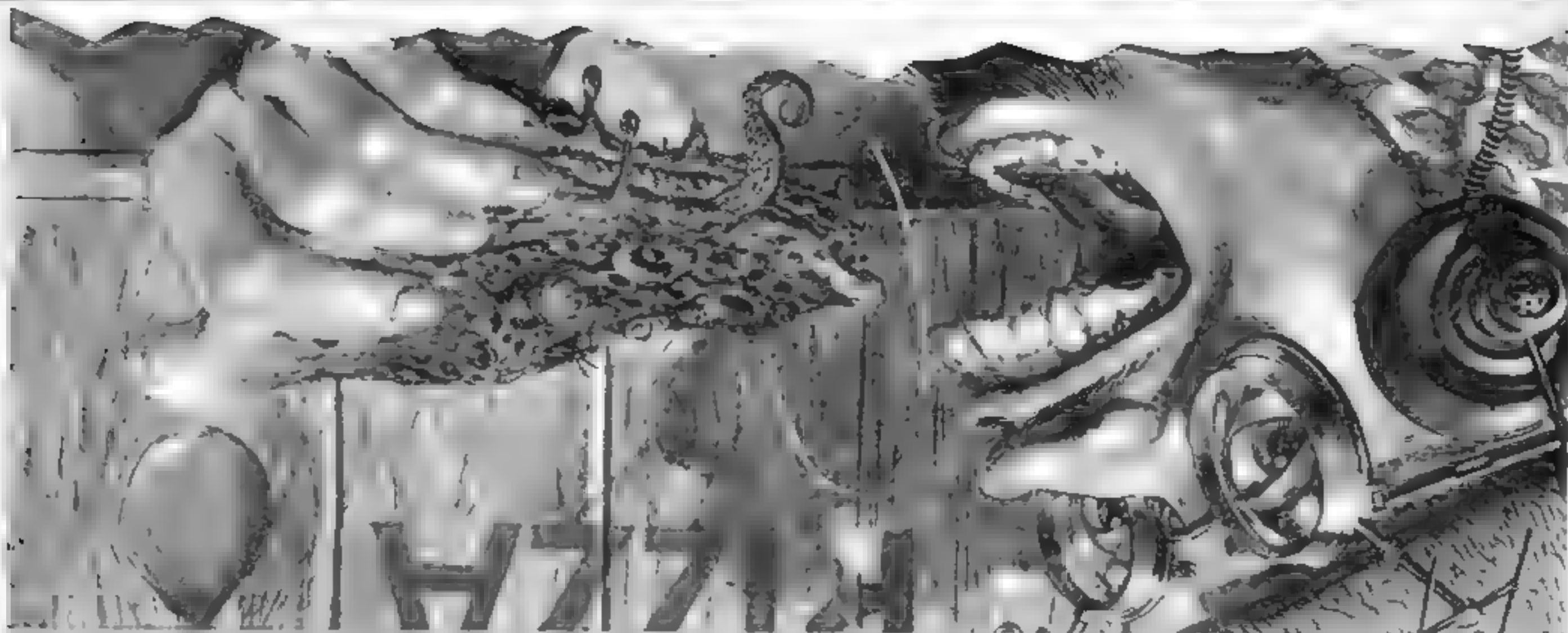


Including Special Sections On:

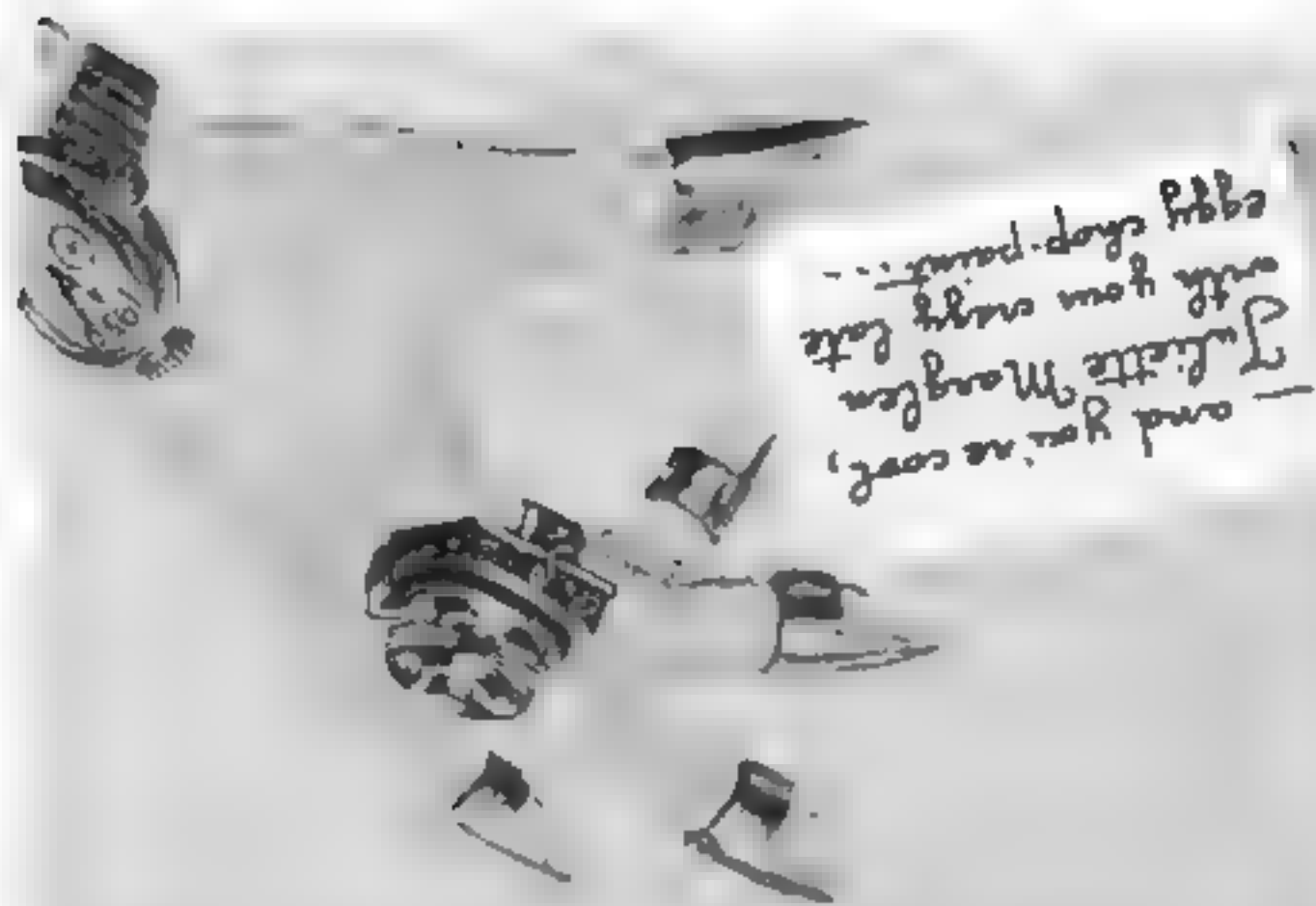
CHECKING YOUR MASTER'S PEDIGREE • GETTING OUT OF DOORS WHEN NOBODY'S HOME • CO-EXISTING WITH CATS AND CHILDREN • OBTAINING A LOW LICENSE NUMBER • SIX METHODS FOR GETTING A NEW DOGHOUSE • WHAT EVERY PUP SHOULD KNOW ABOUT PETTING • GETTING YOUR OWN WAY THROUGH HUNGER STRIKES

DE-LUXE PAW-INDEXED EDITION

A RANDOM
DOGHOUSE
SELECTION



**He lays on only GLEEM-the choppergrease
for cats who can't sand after every scott**



and you're cool,
Juliette Morgan,
with you carry late
eggy chop-pan...



"Man, I never
make the scene
with more than
20 skins in bread,"
says DIZZY GILLESPIE
Star of Stage, Screen
and Outer Space

**ONLY
VICEROY HAS
A SWINGING CAT'S
REED...
A VIPER CAT'S
GROOVE!**

This cat's hip
to the sound. Digs
the groove from
what's nowhere, picks up
on the specks, 'stead
of fakin' them!



The Cat Who Swings His Own Axe Digs...



For colds



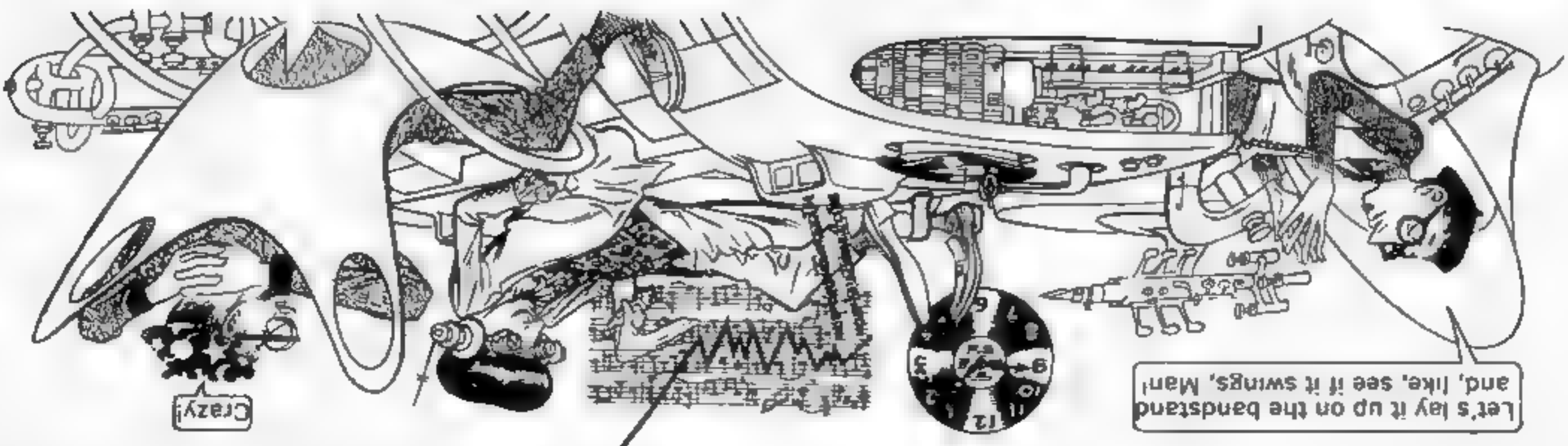
MR. MILES DAVIS DIGS THE HERTZ CONCEPTION...



IT'S WHAT'S WAY OUT THAT SCORES

In pegging a gone reed weed...

RSUADERS



GREY FLANNEL GOATEE DEPT.

THE HIDDEN PERSUADERS

Advertisingwise, Madison Avenue has directed its sales pitches at practically every special-interest group you can think of. However, ads directed at one particular special-interest group have been conspicuous by their absence. Mainly, we're talking about ads directed at members of the "cool" generation. With this article, MAD presents, samplewise, what the "cats" can expect once some way-out new Madison Avenue combo gets the message, blows a new sound, and...

become

THE HIP P

PICTURES BY WALLACE WOOD

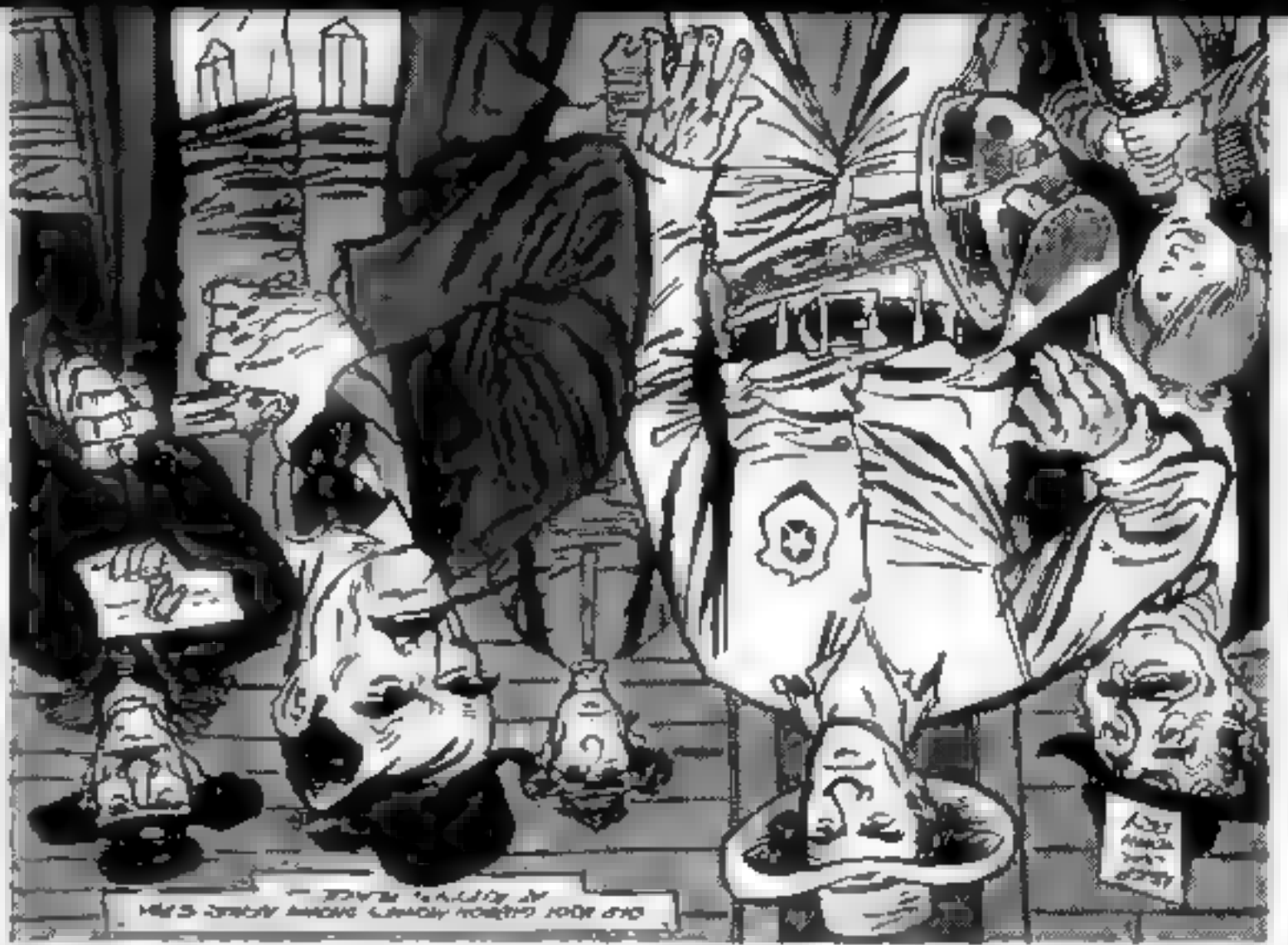


like, take it
all the way,
but come on with

WE
GE
D
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A

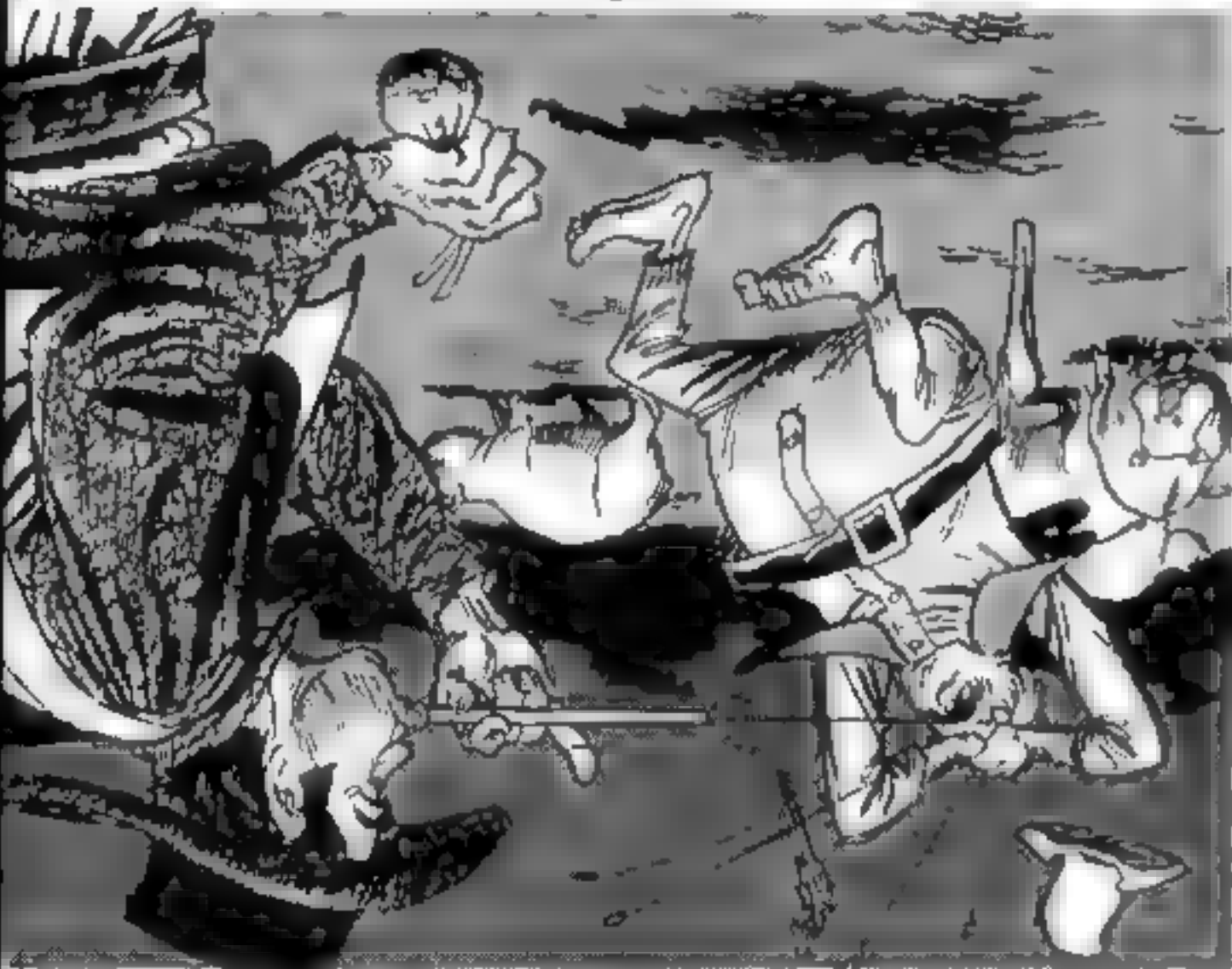
LANVIN PARFUMS • PARIS





**Colt 45: Middle-aged horse.

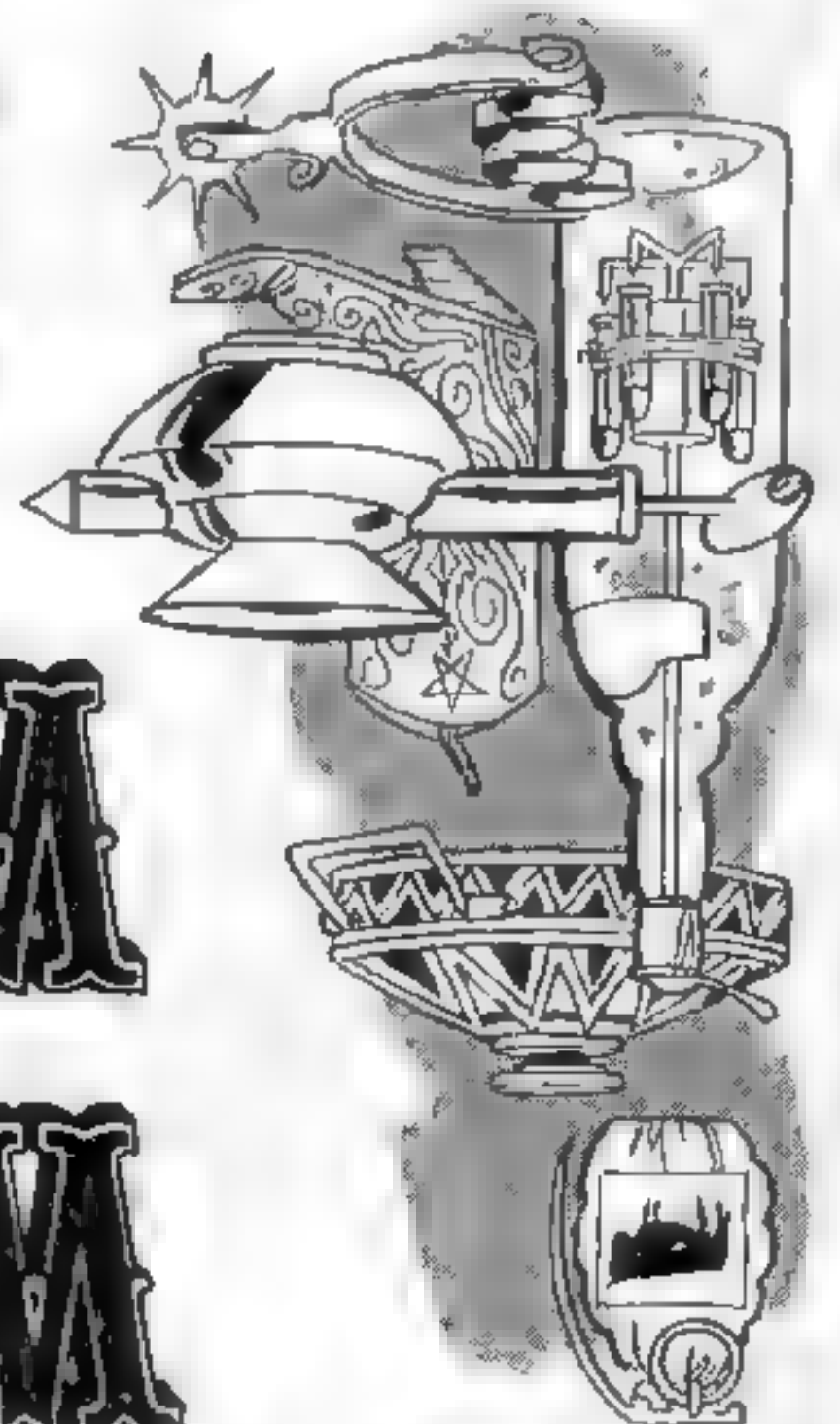
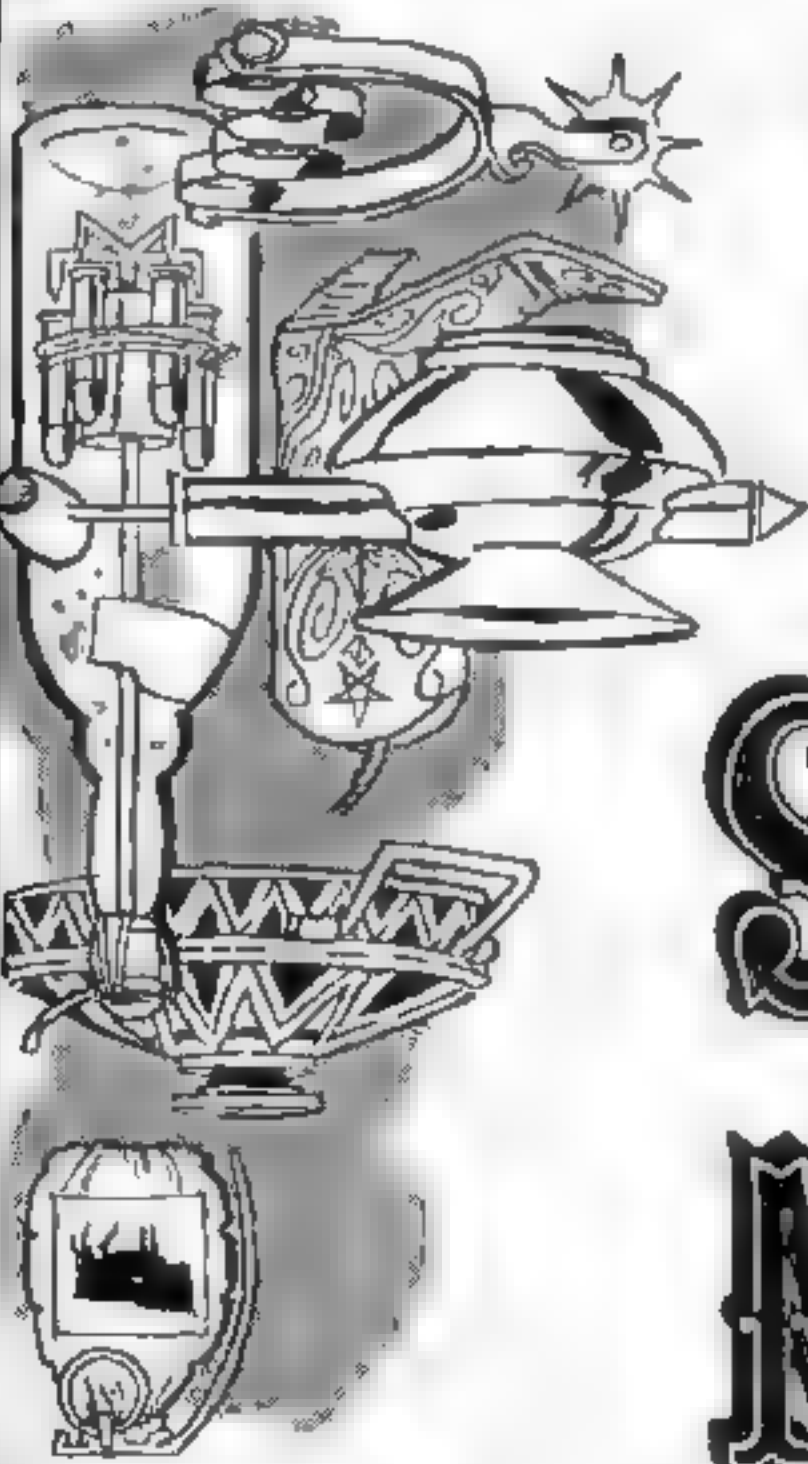
MATT MERINGUE



VINT BLOWHARD

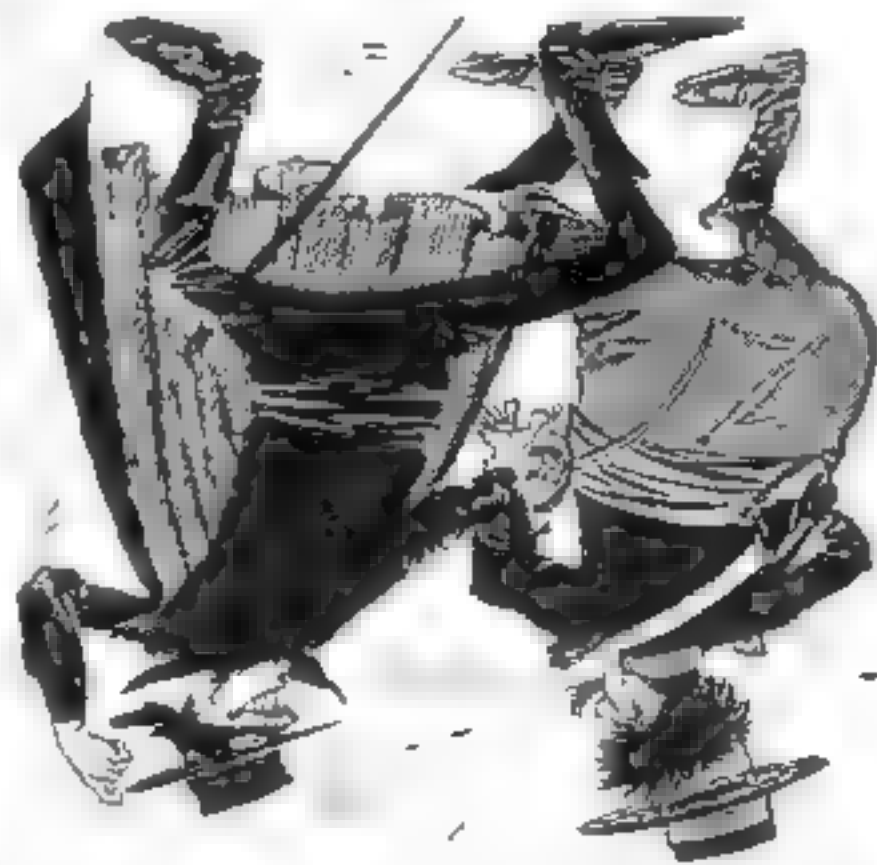
PICTURES BY GEORGE WOODBRIDGE

WESTERN WEAPONS OF THE FUTURE



HAVE SPITTOON—WILL TRAVEL DEPT.

HAVE YOU NOTICED LATELY HOW THE PISTOL IS VANISHING AMONG TV WESTERN HEROES?



"Zorro"

carves his initials with
A SWORD



"Jim Bowie"

carves his enemies with
A KNIFE



"Bat Masterson"

belts the bad guys with
A CANE

MAD PREDICTS THAT IN A SHORT WHILE, THE ONCE-MIGHTY SIX-GUN WILL DISAPPEAR COMPLETELY, AND WE'LL BE SEEING A RASH OF NEW TV WESTERN HEROES USING THESE

WYATT BOY

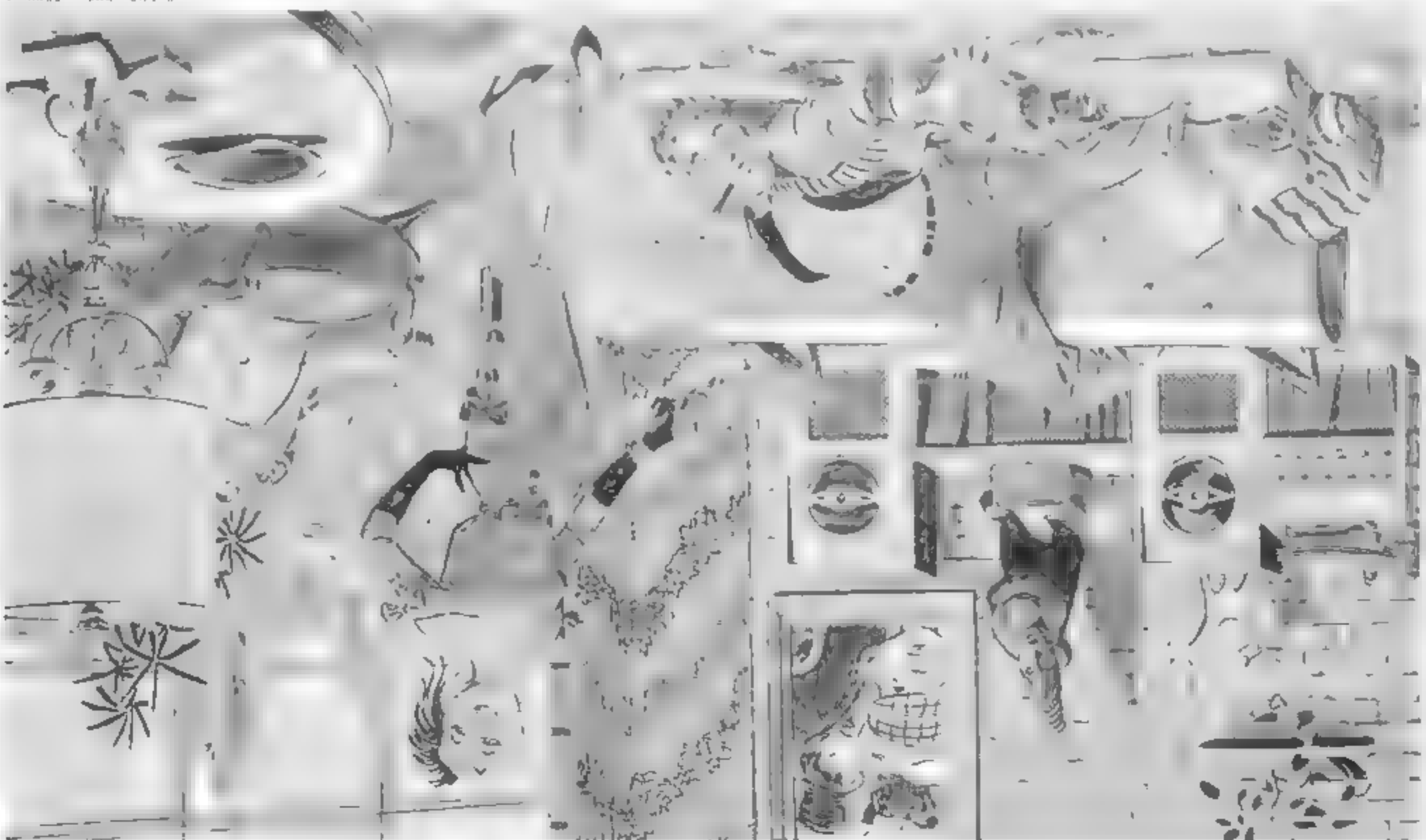


BRETT SLING



Photo as used by HOUSE AND GARDEN

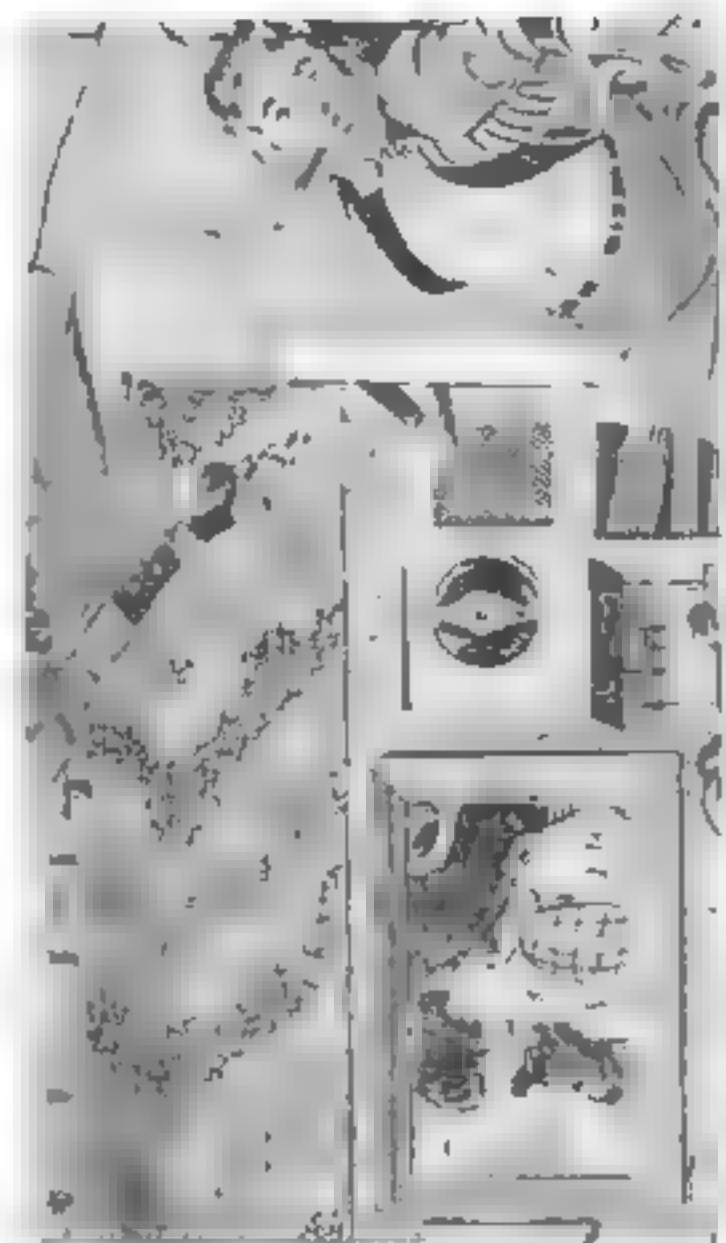
Penthouse Decorated in Tasteless Elegance



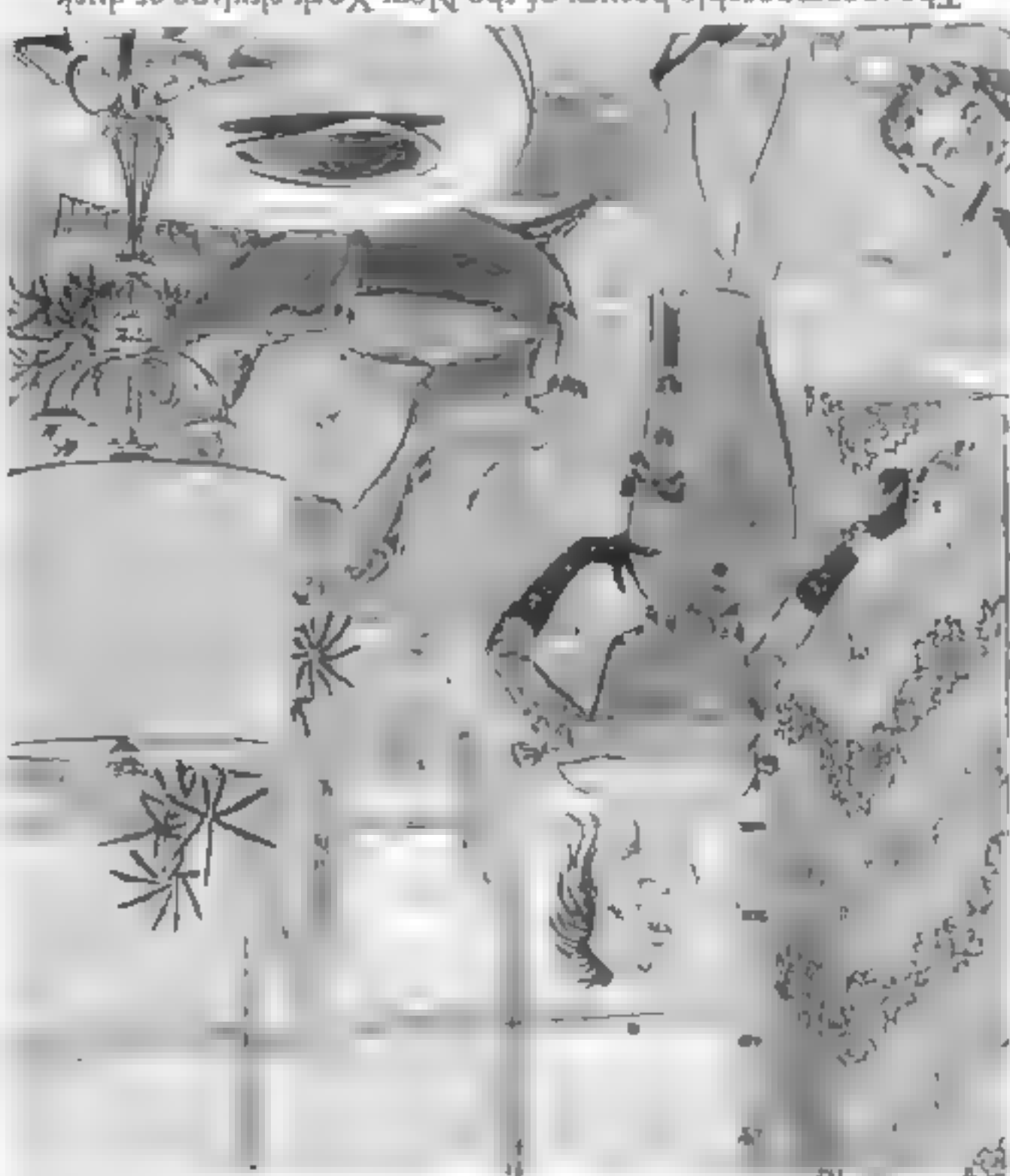
The luxury of penthouse living is clearly demonstrated in the apartment of the late New York stockbroker, Irving Finster. Decorated in contrasting tones of lavender and orange, the tastefully appointed living room combines modern beauty with Victorian absurdity. Furniture is by Hans Wegmann, carpeting is by Rancid, and draperies are by The Window. Entire room is set off by Charouse-tinted in direct lighting. Entire apartment is set off by Dynamic

EARLY VAN DREK PURCHASED BY STOCKBROKER

Photo as used by ART NEWS



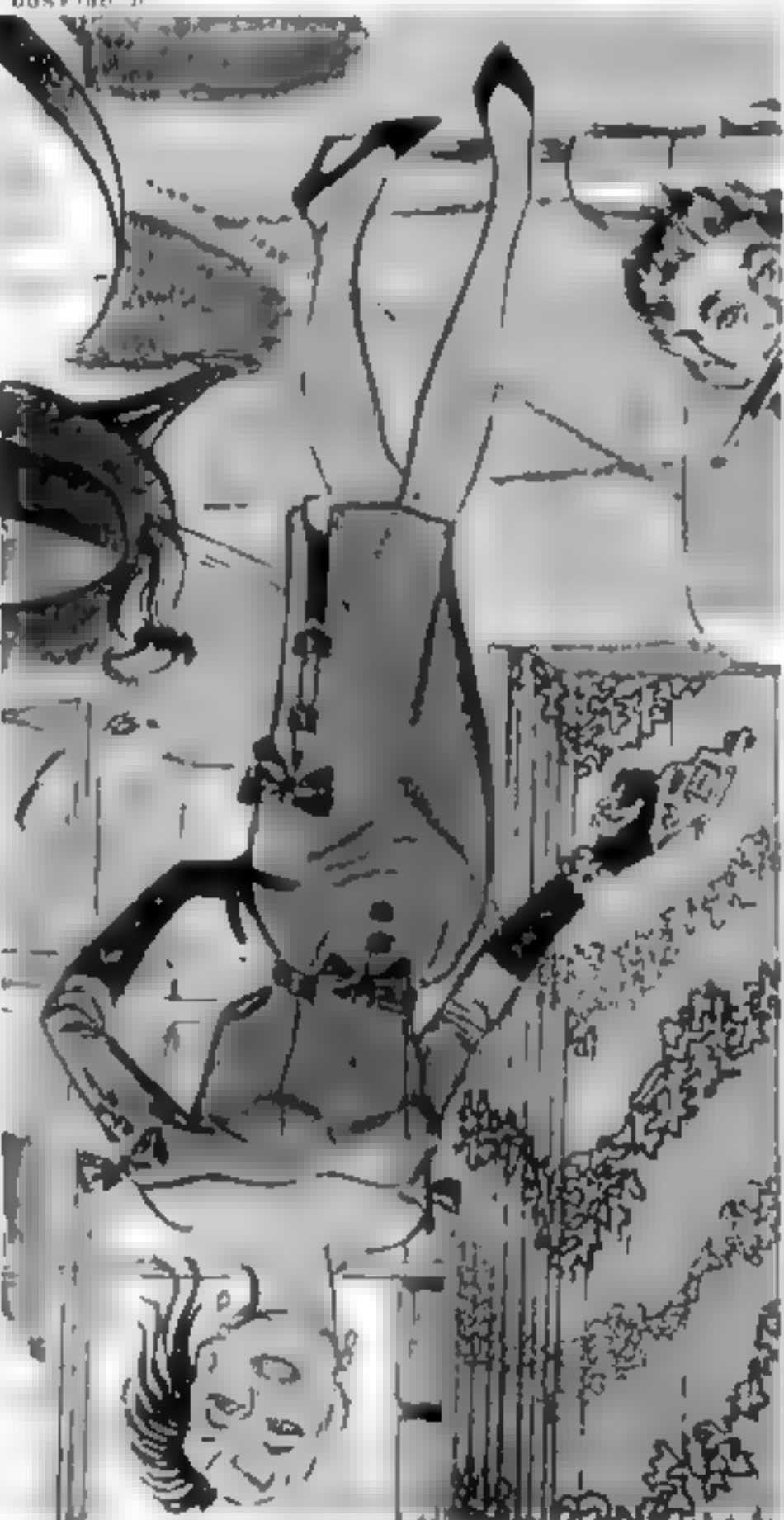
'Barmaid At The Moulin Rouge,' painted by the French Impressionist, Scroolous Van DreK, (1850-1950) decorates the New York apartment of the late Irving R. Finster (1900-1959). A well-known collector and art connoisseur Finster purchased the painting for a price estimated at \$175,000, but actually closer to \$7.98. The painting is an early example of the artist's work during his Blue Absinthe period.



The incomparable beauty of the New York skyline at dusk is captured through the glass terrace doors of a 36th floor East Side penthouse on a clear Spring morning

Photo as used by HOLIDAY

SLIT SHEATH LEADS 1939 FASHIONS



The off-the-back, off-the-shoulder slit sheath has become a "must" item for the off-the-nut well-dressed woman. Exquisitely designed by Pierre Voila in Paris, this original blend of silk and tulle is priced at \$249.50 (Model: Zaida Zuzul)

New jewel-handled revolver favored by sportswomen

A new jewel-handled .22 caliber revolver is fast becoming the favorite of sportswomen everywhere. The feminine firearm holds six shells, or five shells and a small lipstick, and measures five inches in length. Small enough to carry in pocket or purse, the weapon is reported to be extremely accurate when fired straight. Other revolvers for women are available, featuring handles in- set with pearl, ivory and milk. Created by Miss Ann Wesson, Co.

JOSEPH ANTHONY ORLANDO



Photo as used by SPORTS ILLUSTRATED

Wall Street is speculating as to who will succeed the late Irving Finster (shown above) as Junior Partner, and Vice-President of Myrtle, Launch, Purse, Finster and Beansoup. A veteran of 27 years with the company, Finster served 14 years as Vice-President, after working up from Assistant Ticker-Tape-Tosser. Likely replacement is firm's youngest partner, Campbell Beansoup, son of Melville Myrtle, son-in-law of Otto Launch, and first cousin of Harvey Purse.



VICE-PRESIDENCY OPEN AT MYRTLE, LAUNCH

Photo as used by BUSINESS WEEK



Photo as used by HI-FI & MUSIC REVIEW

Stereo Placement Vital to Proper Sound Convergence

To attain the best results with your stereo system, it is advisable to set up your speaker units so that the sound converges at the point where you will spend the most time. An example of this is shown by the stereo system installed in the penthouse apartment of the late Irving Finster, stockbroker and Hi-Fi enthusiast. Note that the sound converges on the area of the sofa. Equipment includes Dual 24" Trumpet speakers, a Trumpet 7-speed changer, a Mangle 5-channel amplifier, a Glick diamond-studded cartridge, and an Atrocious price tag.

Today, more and more magazines are discovering that, in order to keep up their high circulation, they've got to print the kind of photographs people want to look at. . . mainly the ones spiced with sex and sensuality. And this creates quite a problem. Most high-class family-type magazines can't print a picture just for the sake of being sensational! So what can they do? They can phony up a sensational picture with a caption that makes it look respectable! To show you what we mean, here are some examples of . . .

HOW

HIGH-CLASS MAGAZINES CAN USE LOW-CLASS PICTURES

THE ORIGINAL PHOTO AS IT APPEARED IN A LOW-CLASS NEWSPAPER

MILLIONAIRE PLAYBOY SHOT BY SWEETIE IN LOVERS' QUARREL



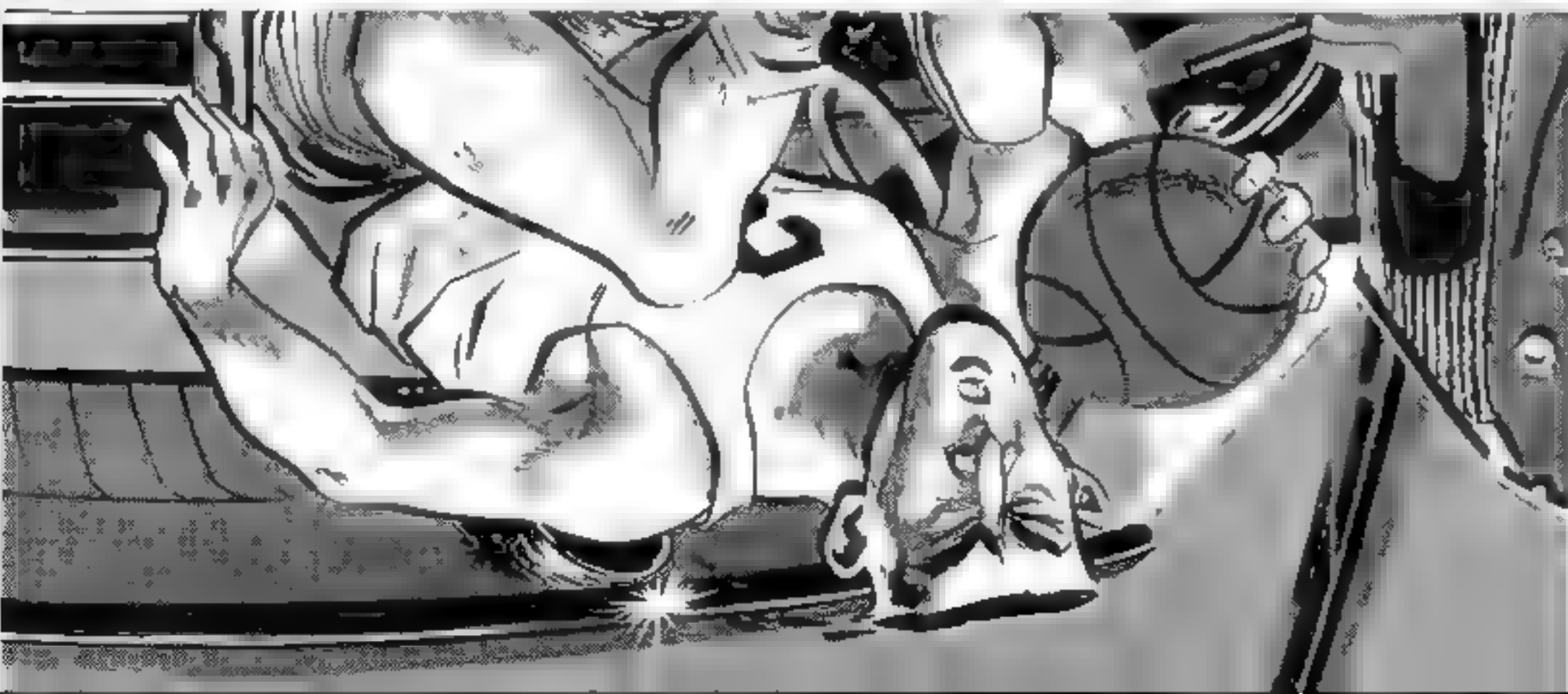
DAILY SPRAW Photo by Orlando

Shapely model Zelda Zitzlaff smiles for photos after pumping five bullets into body of millionaire boyfriend, stockbroker Irving Finster. Shooting took place last night after hour-long argument in Finster's plush East Side penthouse apartment. "The heel didn't come across with the mink he promised, so I plugged him!" confessed Miss Zitzlaff.

The most amazing difference between old-fashioned auto accidents and modern auto accidents is that it is no longer necessary for the car to be moving!



••Germicide: Nazi form of Hara-Kiri.



Even though this latest design-style is comparatively new, it has already chalked up quite a few surprised victims. It seems that these razor-edged fenders neatly slice anyone or anything that happens to come even close.

THE SLANT-FENDER BLAM

Not enough reports are available in this category, as this safety feature is a relatively new one. The few that have been received are almost impossible to believe. But by using imagination, we can certainly see the possibilities.

THE SWIVEL-SEAT ABRASION

The majority of mishaps in this category include only passengers in the rear seats being affected. However, some isolated cases are reporting drivers being crushed against the steering wheel and dashboard while moving forward.

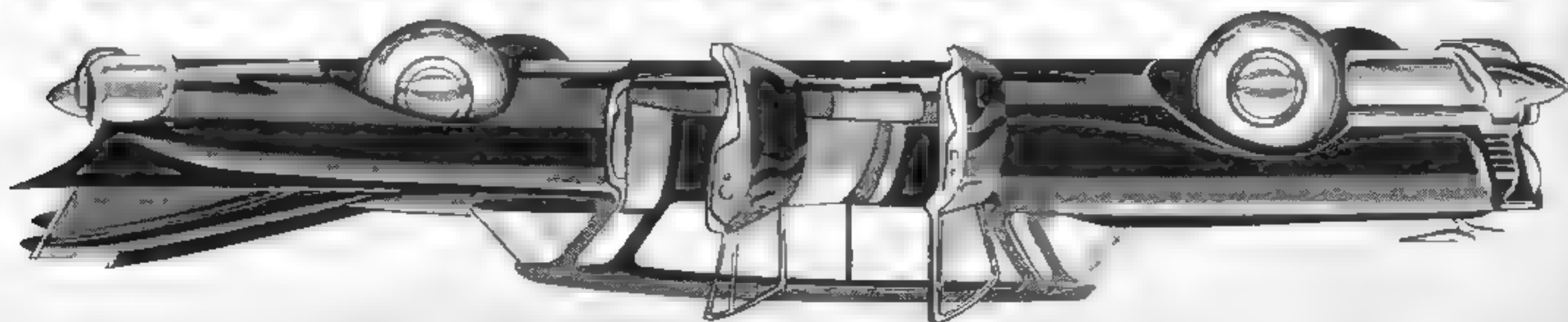
THE POWER-SEAT CONTRACTURE

This accident is usually caused in two ways—entering the car—or leaving it. Bending low is one way to avoid it. However, extreme caution must be used so one does not accidentally strike the face against steering column.

THE LOW-SILHOUETTE CONCUSSION

AUTO ACCIDENTS

PICTURES BY BOB CLARKE



THE DOUBLE-HEADLIGHT COMA

Once upon a time, this accident was caused by oncoming "brights." With today's double-headlights, it is now even being caused by oncoming "dims." In fact, a few cases were reported occurring in broad daylight with no lights on.

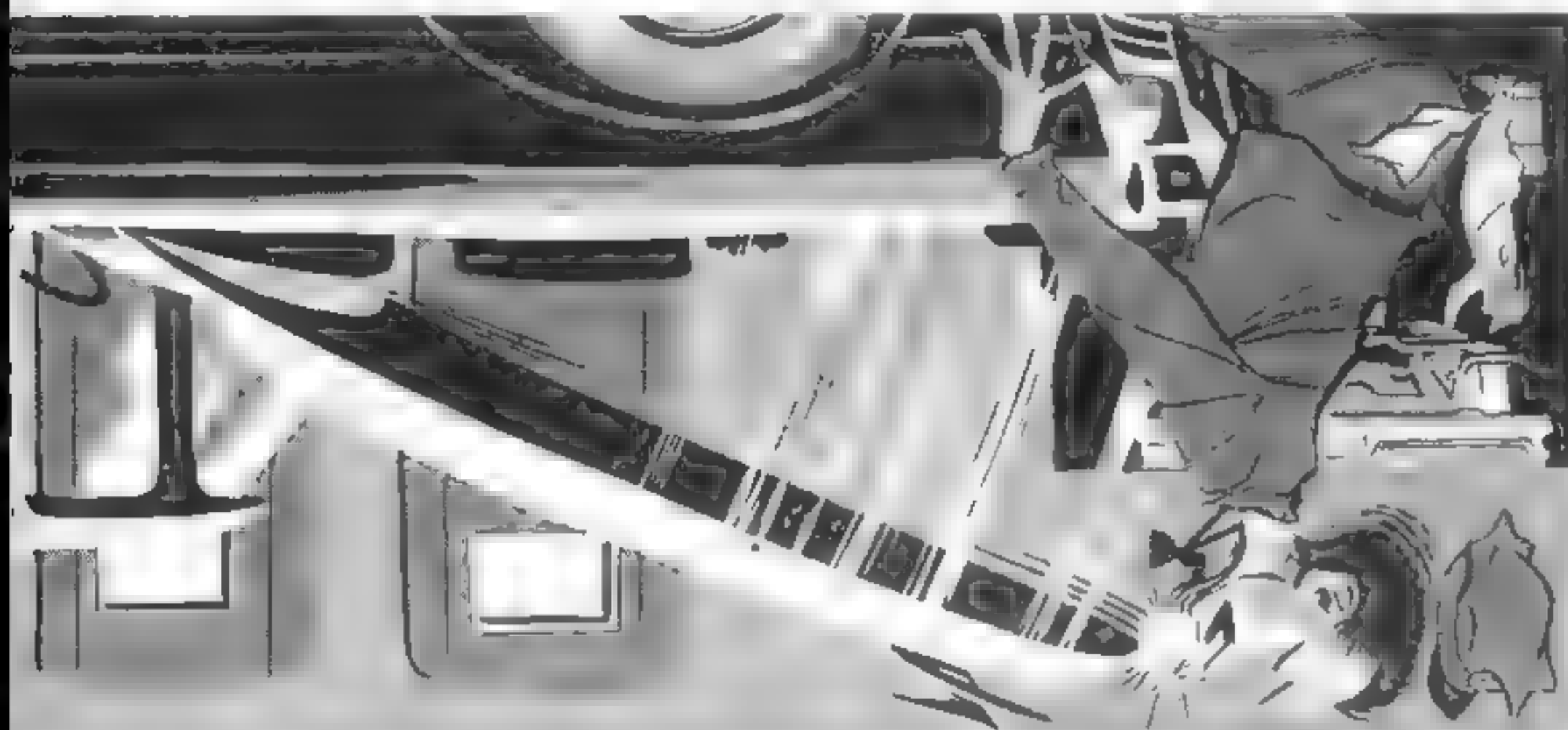


Hockney Physician's reflex test



THE HOOD-RELEASE LACERATION

A large number of modern mishaps fall into this category, mainly among service station personnel. Hood acts as if it's stuck, then suddenly springs open, catching victim by surprise—also by chin, nose, teeth, forehead, etc.



THE GAS-COVER AMPUTATION

The high-tension spring which keeps the modern gas tank cover closed contributes much to this injury, but the main damage is caused by the knife-like edges left when the cover itself was stamped out of that metal sheet.



One need only to compare the automobiles of yesterday with the automobiles of today to note the amazing progress being made in modern auto designs. And one need only to compare the files of doctors and hospitals of yesterday with the files of doctors and hospitals today to note the amazing progress being made in

MODERN

THE DASH

One of the commonest of modern auto accidents being reported, this mishap usually succeeds in shattering the kneecaps, tibia, femur, and shins. Shorter people report having teeth knocked out, and also being stuck in the ear.



THE TAIL-FIN

This mishap usually occurs when unwary pedestrians accidentally back up into parked cars. Also, an increasing number of ruptured stomachs are being reported, too, especially from areas where the lighting facilities are very poor.



THE POWER-WINDOW STRANGLE

An increasing number of mishaps caused by this latest innovation in labor-saving devices has been reported, especially among those younger auto passengers who hang out windows. Can be serious if not remedied in reasonable time.



—any kind of sound—and he's mainly interested in obtaining authentic recordings of these sounds so he can give his Stereo set a good work-out. Stereo albums like these below, all devoted to . . .

STEREO

PICTURES BY WALLACE WOOD

THE WATERFRONT
Sounds In All Their Natural Beauty

IN STEREO

ALBUM No. 226
Glugg




**SNIPPLES OF A SICKLY WHARF RAT
 **A GIANT CRANE DROPPING A VOLKSWAGEN
 **GAY REPARTS OF PICKETS DURING A LONGSHOREMAN'S STRIKE
 **BORED TUG CAPTAIN ATTEMPTING TO PLAY "NOVA" ON A BOGHORN

I Love PARIS
Most Beautiful City

In Stereo

Authentic Sounds From The World's



Comments of
Two Men from Omaha at the Dallas Meeting
Year-Nightd Startings Flying into the Eiffel Tower
for Poor Slaves by Boomer who didn't get Tip
Grand Natives at a Convention of Former Premiers

Sports Cars In Stereo

Racing Thrills In Hi-Fi

AN ASTON-MARTIN CRASHING THROUGH A MEN HOUSE
 SPECTATORS EATING PIZZA DURING THE MILE MICA
 A TR-3 GARAGED WITH THE MOTOR TURNED ON
 JUAN PANGIO COUNTING HIS MONEY


It's True
 Stereo.
 It's a Miracle



STEREO SOUNDS of NEW YORK at MIDNIGHT

RECORDED AT 90 - 20000 C.P.S.

Caraphing RECORDS

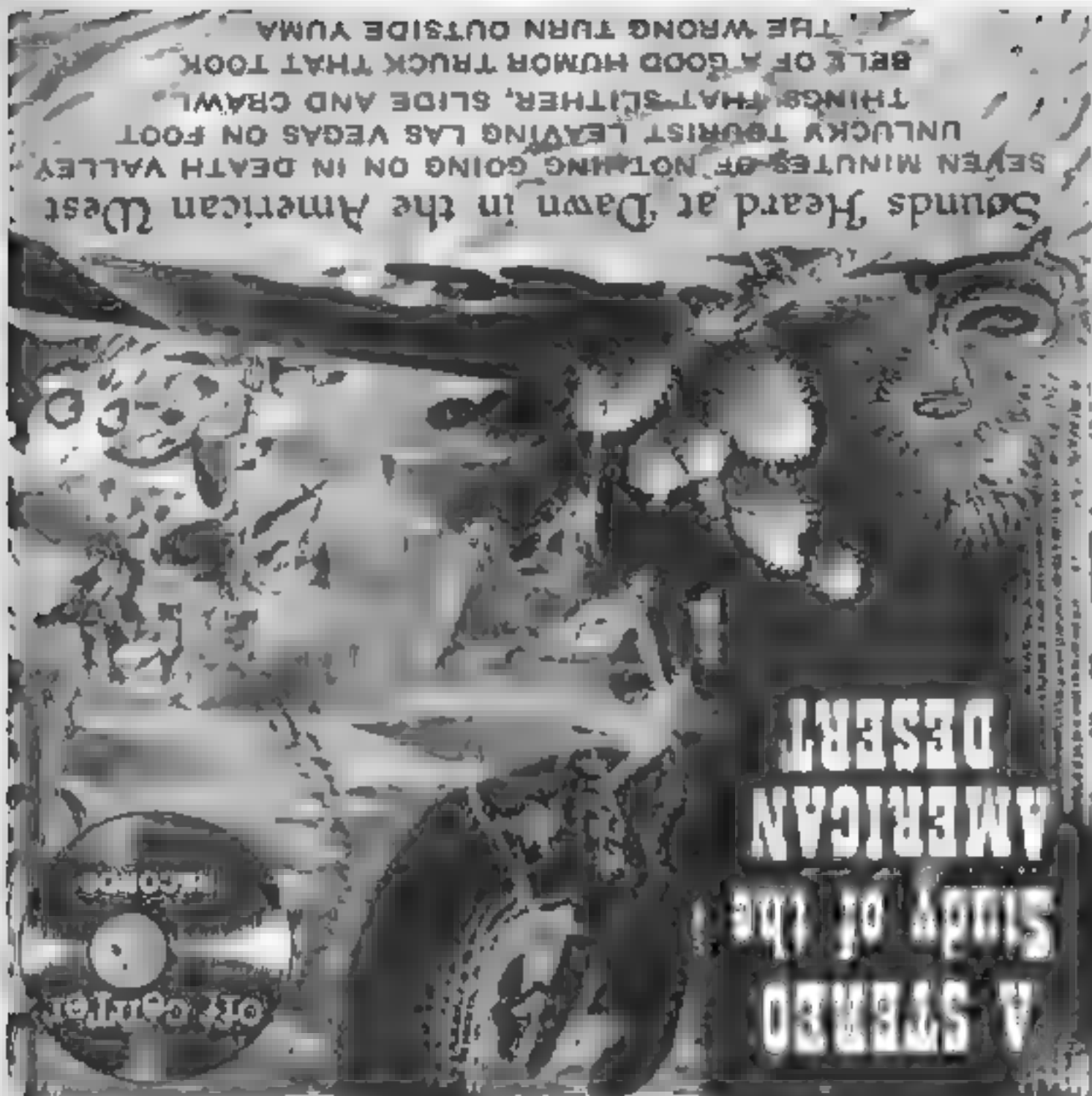
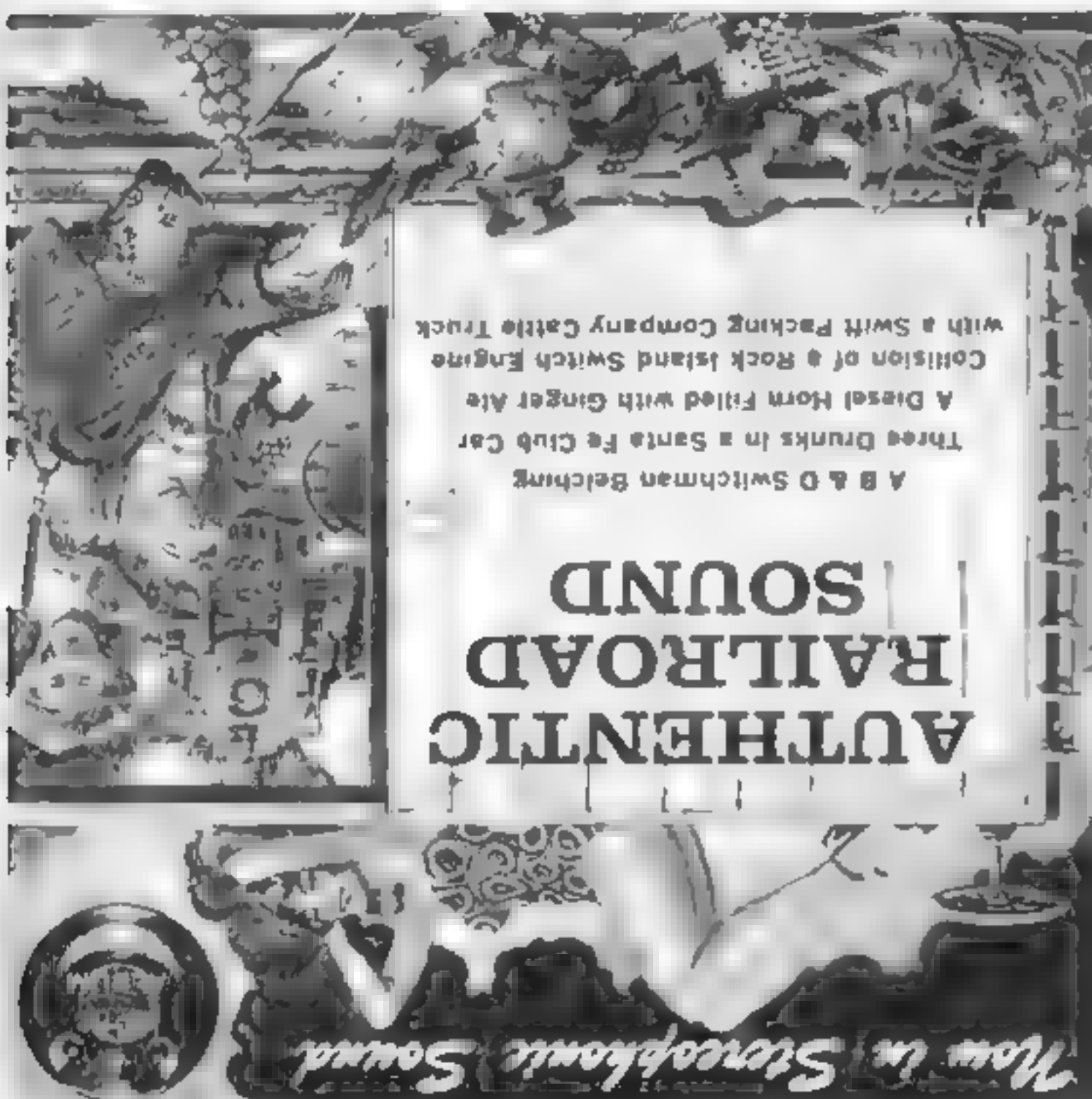
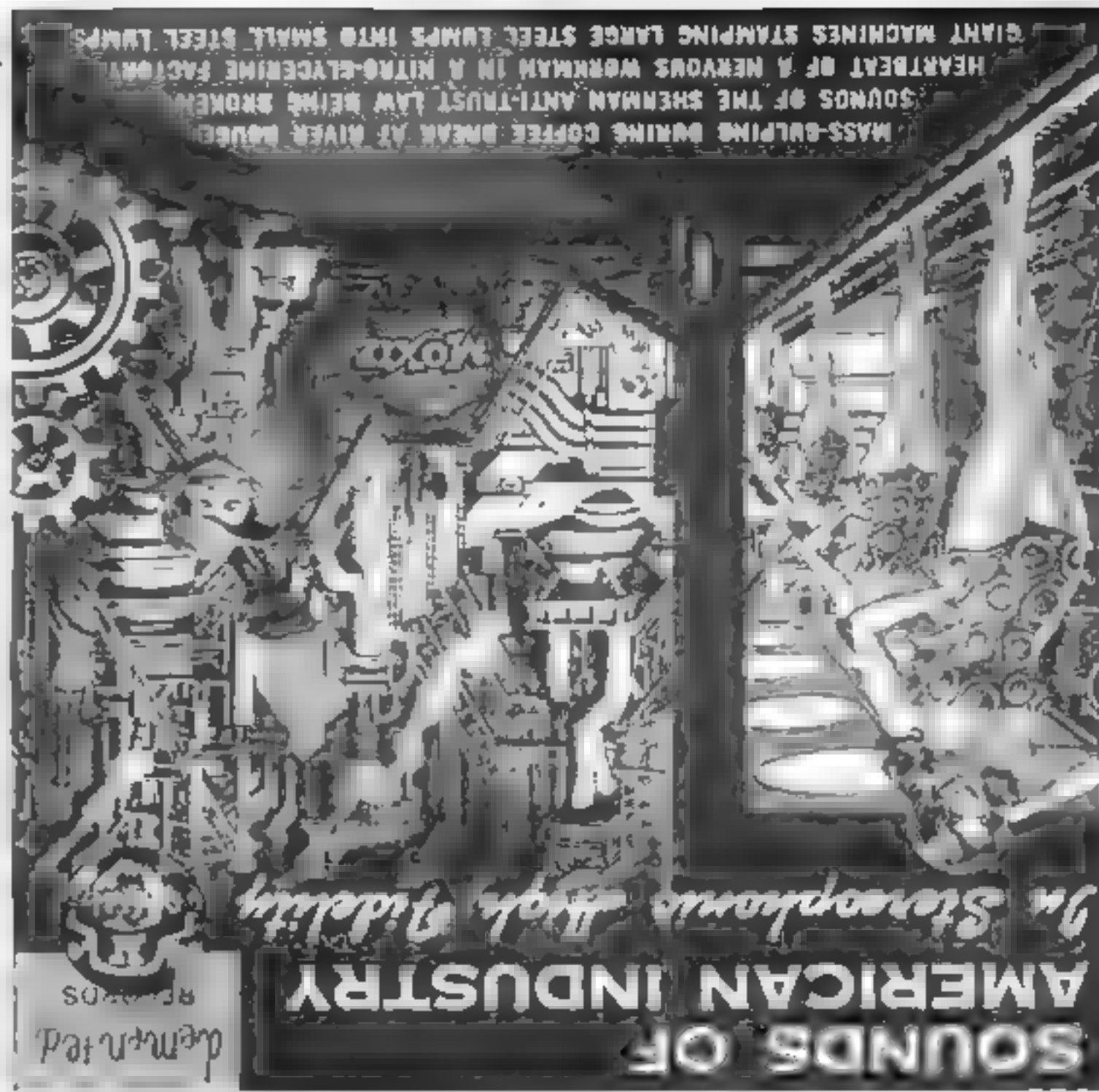
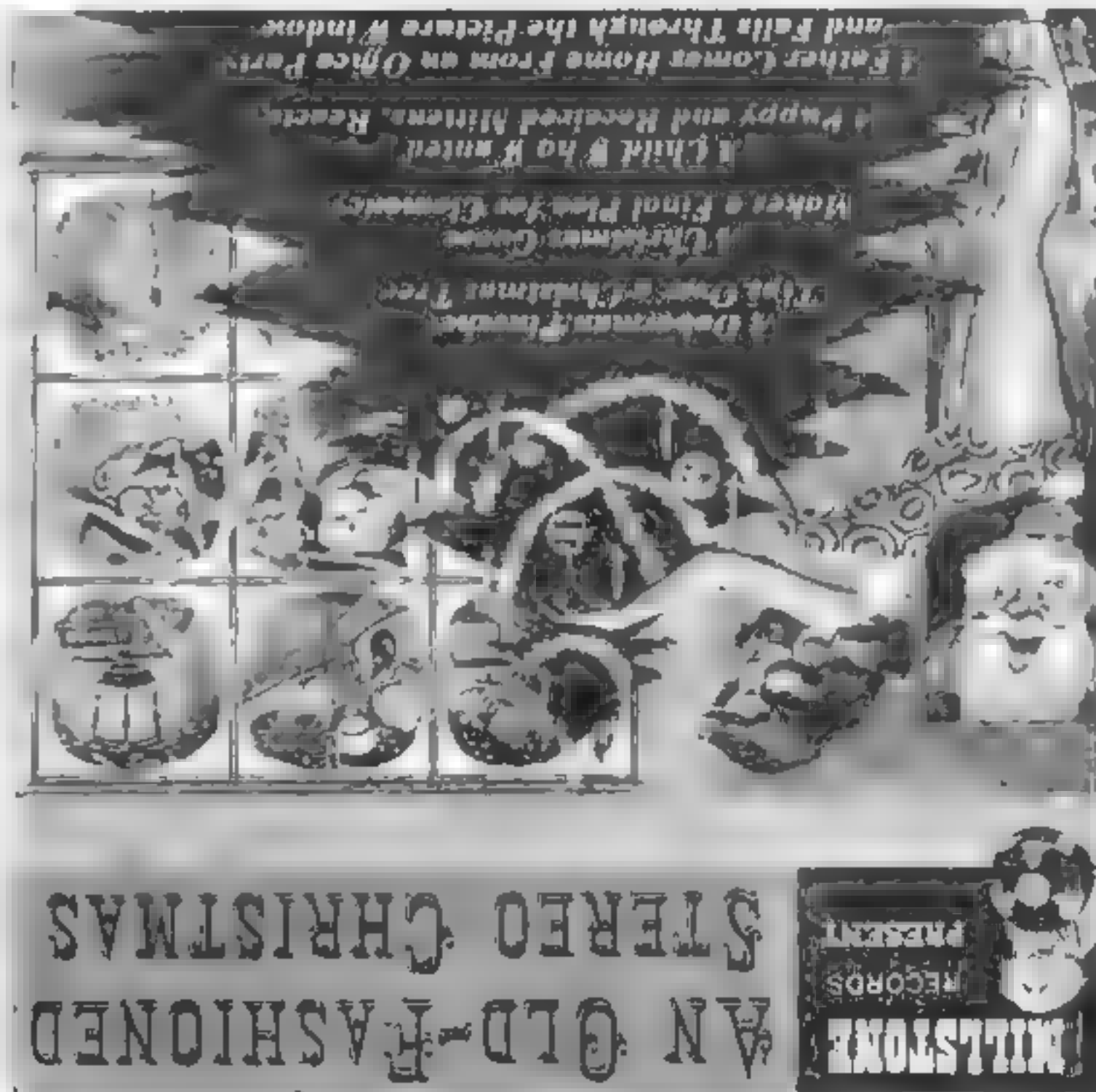


—PIGEON FOOTSTEPS IN WASHINGTON SQUARE
 —WHEELINGS OF A MOUNTED POLICEMAN'S ASTHMATIC HORSE
 —TWO DRUNKEN U. N. DELEGATES SINGING "ANNIE LAURIE" IN SWAHILI
 —CHARWOMEN KICKING THEIR BUCKETS IN LOBBY OF CHRYSLER BUILDING

Just when it looks like Hi-Fi is about to run out of steam, the record companies come up with a new gimmick—Stereos! This innovation carries

Just when it looks like Hi-Fi is about to run out of steam, the record companies come up with a new gimmick—Stereos! This innovation carries

authentic sounds in

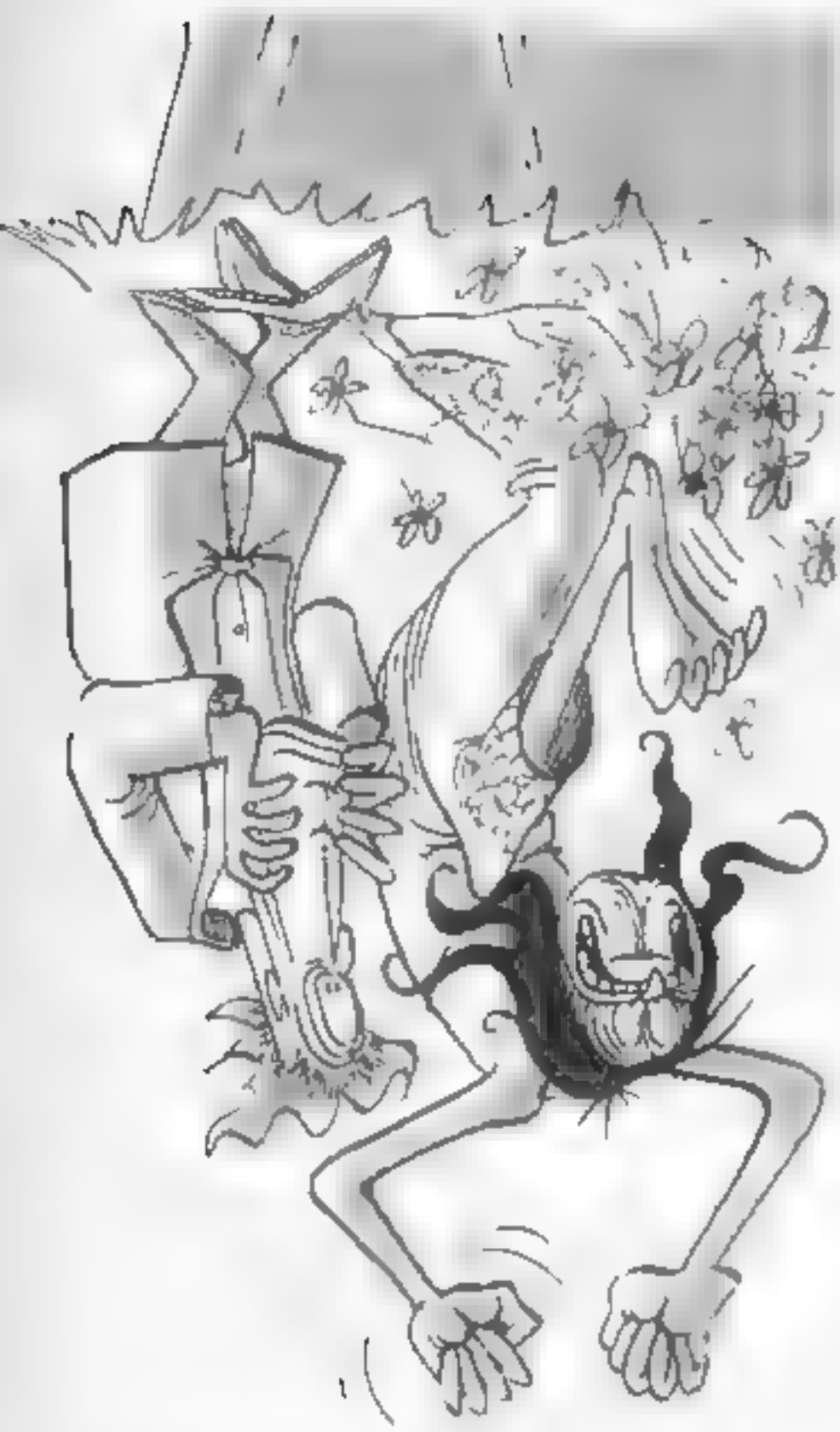
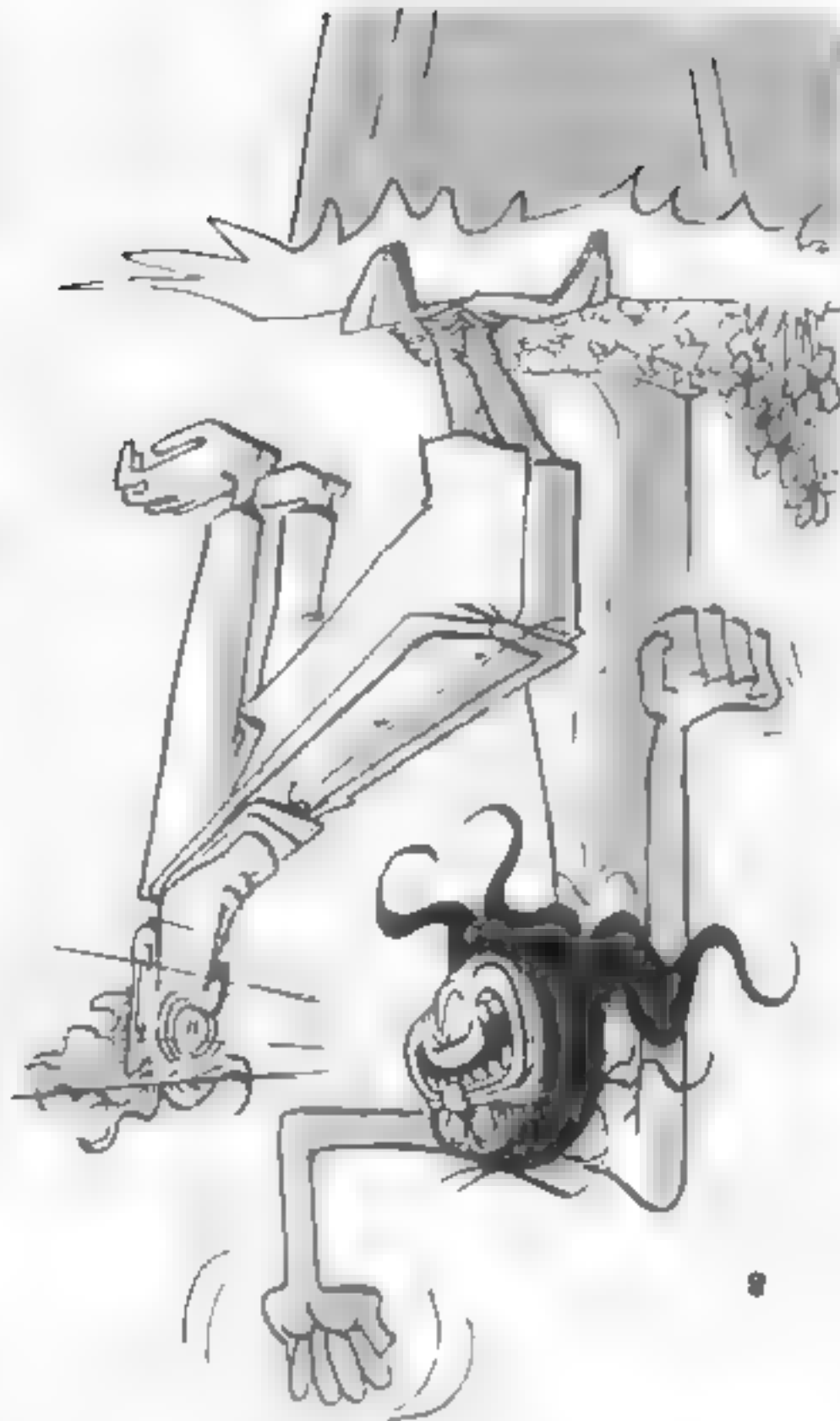
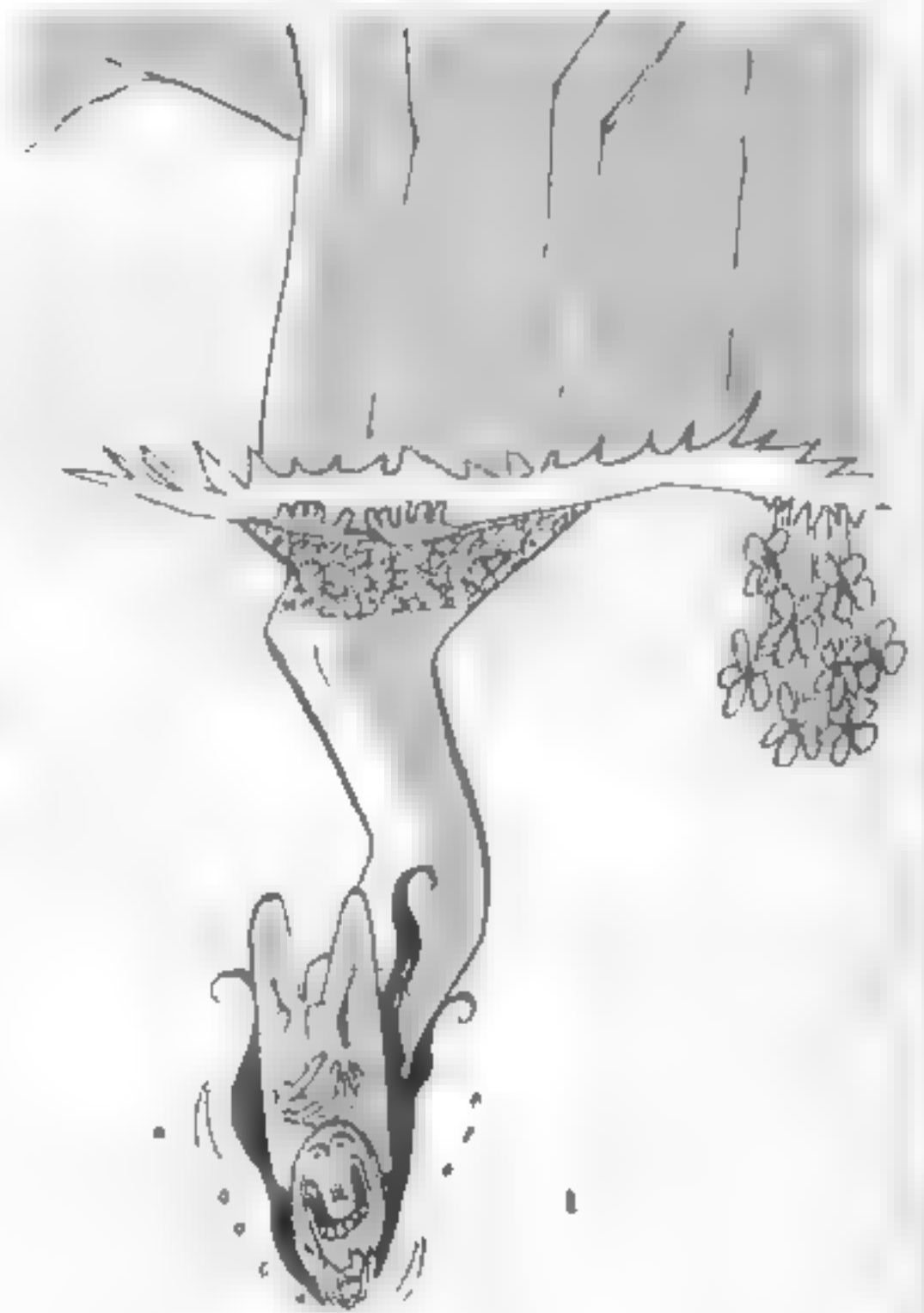




SUICIDE

Don Martin, who is kind, and understanding, and tolerant, and an idiot, tells us about the time he was instrumental in deterring

THE

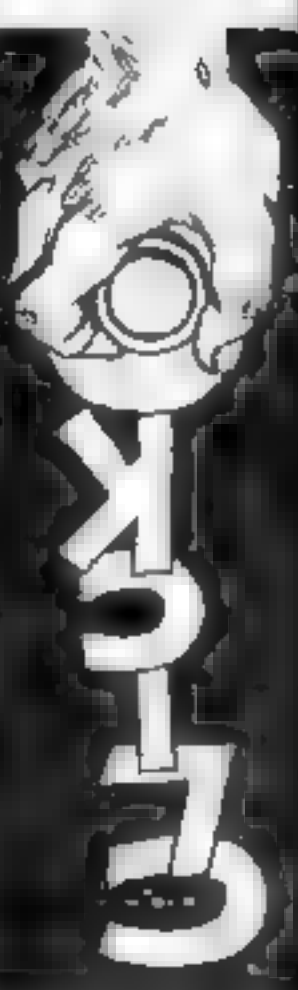




BRETT MAVERICK,
who tangles with

the Ed Sullivan Show,
when it brings you

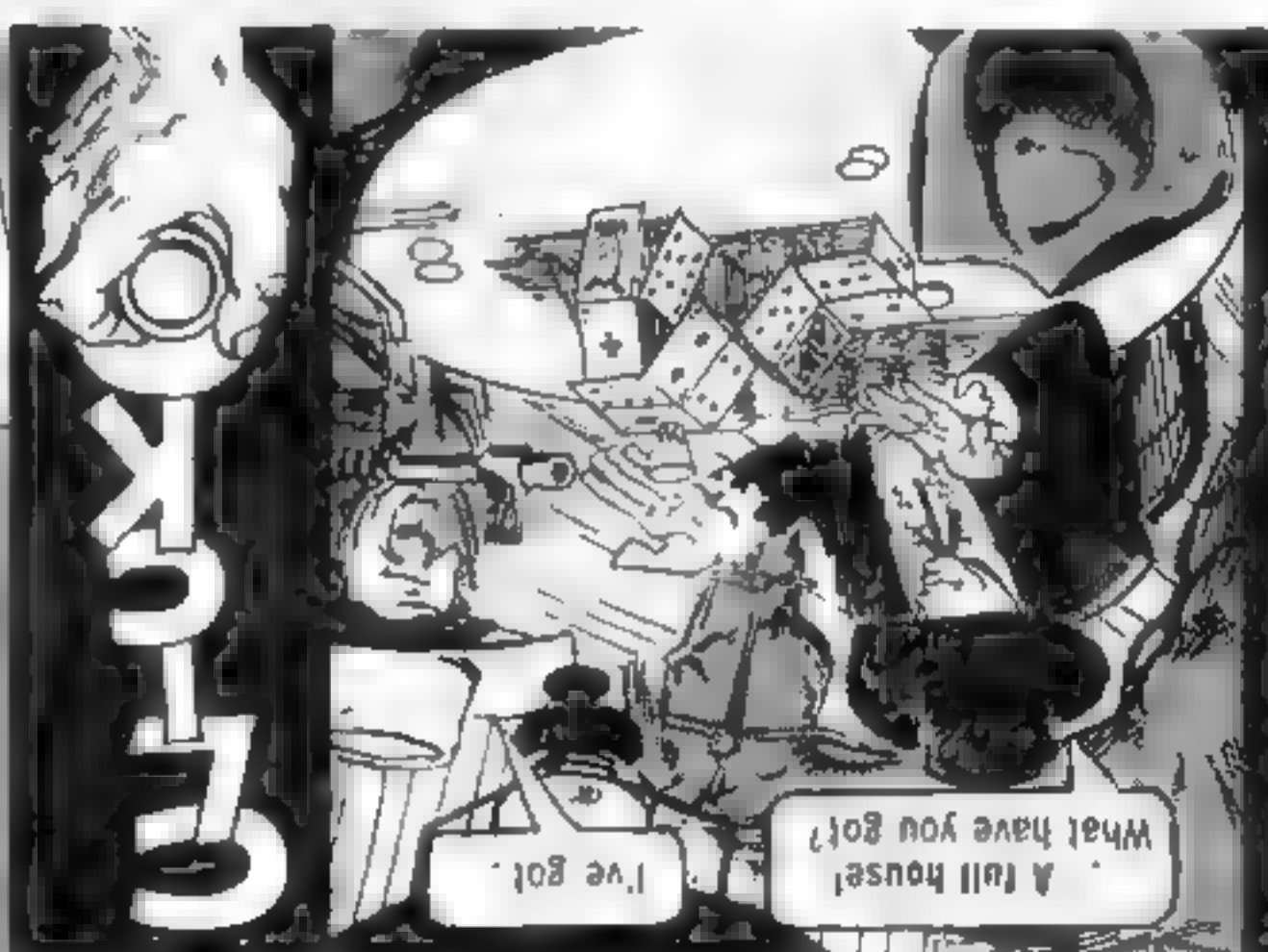
... The Steve Allen Show!



it's such a comfort to take the bus! It's eco
friendly and it's fast, too! Greyhound buses go
from New York to Boston in only...

seven months, and that
doesn't include the time
spent in the hospital.

Well, your recovery and return to
golf will certainly be an inspira-
tion to all of us! As for me



A full house!
What have you got?

I've got.

NEXT WEEK
THE MAN WHO
WOULDN'T
DUMPED
V. NIXON

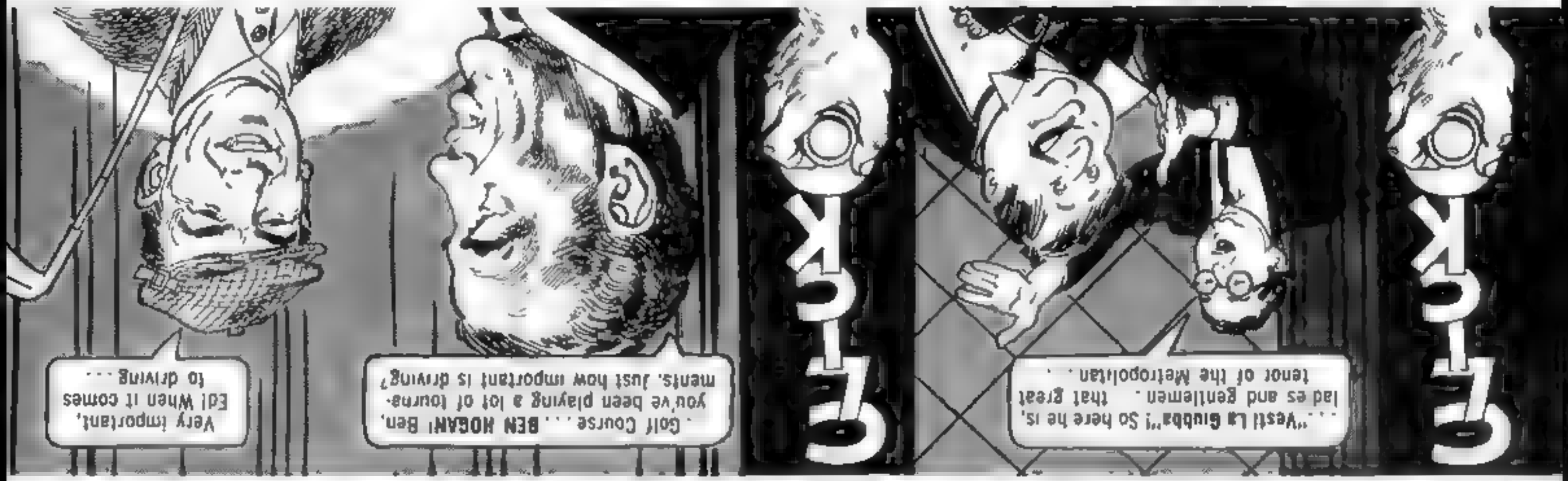
... Four Aces! The boys are going to sing
their latest million-record seller



play the violin! What are you
going to play for us, Jayne?

Well, I thought I'd
start off by playing...

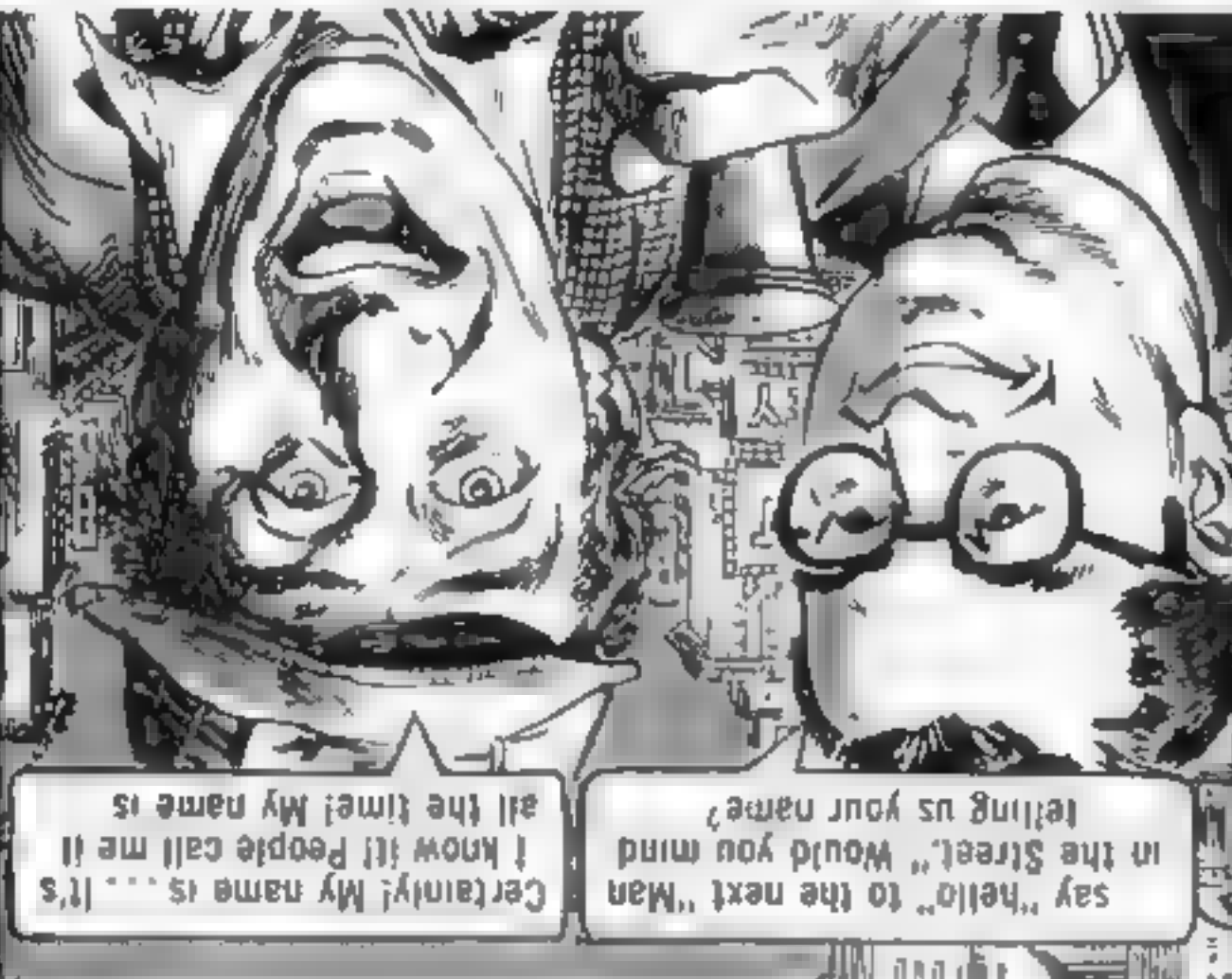
... around in the audience. There he is!
Comon Mickey! Stand up! I see you



In fact, more often than not, this dial-switching manages to come up with some unexpected and far better entertainment than each channel is actually presenting. The only danger in this practice lies in the risk of switching at the wrong moment, so that you end up watching an hour of TV commercials. And that's why we call this pastime...

PICTURES BY MORT DRUCKER

EVENING ROUTTE



Yes, Street-Cleaners are sweeping the country. Alfred E. Neuman, MAD's "What-Me Worry?" kid, that readers everywhere are throwing out. If you want one, to keep these dedicated men busy, mail 25¢ to: Dept. "What-Color?", c/o MAD, Room 706, 225 Lafayette Street, New York 12, New York

THEY'RE SWEEPING THE COUNTRY!



Sally Hartley
New York City

Psychiatrist!
his MAD's in his waiting room. He's a cided to get one, too. He now keeps all reading one of my issues, my father de- I have a subscription to MAD. After

MENTAL HEALTH

Madison, Indiana
George Willick
him, I think we deserve the correction Indiana, and since we had to put up with Frankie-boy put in his time at Madison, Frank Sinatra. Everybody knows that Handy Guide to Madison, Wisconsin - ginals, there is a "For Sale - Cheap: A Who goofed? In the Jan. issue's mar-

THE WRONG MADISON

As a matter of fact, as yet we haven't found out her name ourselves! Perhaps you readers have some suggestions?—Ed.

What's Her Name?



Peter Olin
Utica, N. Y.

Who cares about all the men on your staff! Leave them guys to Linda, Gail, Barbara, and the rest. I want to know the name of that beautiful dame on the back cover of your Jan. issue.

Bob Vogel
Fullerton, Calif.

Who's the chick on the back cover of your January issue?

Larry Swanson
Denver, Colo.

Ever since I paid my two bits for the Jan. issue of MAD, I've dreamed about that beautiful face. Who is that divine woman on the back cover?

WHO IS SHE?

Room 706, Dept. 46, 225 Lafayette Street,
New York 12, New York.

Please address all correspondence to: MAD, Room 706, Dept. 46, 225 Lafayette Street, Trenton, N.J.
Esther O'Mara
is "the most"; just what we need today!

FOR THE YOUNG IN HEART

I am only 73 years old, but — in this generation's vocabulary — your magazine is "the most"; just what we need today! We think it's a grand idea. Here's your letter. And thank your Math Teacher for helping us in our campaign.—Ed

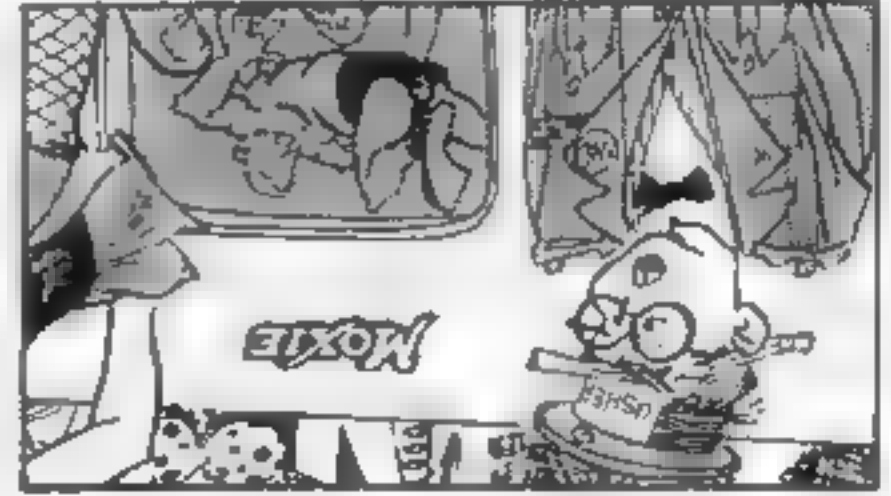
Ronald Solberg
West Englewood, N.J.
What do you think of that?
best to get me expelled from school. I told my teacher I was going to try to get a letter published in MAD. He cheer- fully answered that if I did, he'd try his ing America's youth. After the lecture, a tirade on how clods like you were ruin- of the Math period, I had to listen to ideal was Alfred E. Neuman. For the rest Recently, I told my Math teacher my

EDUCATIONAL AID

Sheldon Mayer
Rye, N.Y.

On reading your January issue, I was pleased to note that a picture of "Scrib- bly" had found its way into a crowd scene. For years, I was a "Scribly" fan, and it's nice to know that someone be- sides me remembers the earlier efforts of Sheldon Mayer.

Someone Else Remembers



K. H. Richter
Johnstown, N.Y.

Several years before your magazine started, there was a short-lived comic book called "Scribly". Now, eight years after its demise, "Scribly" shows up on page 11 of your January issue in an usher's uniform. I didn't think anyone remembered him but me.

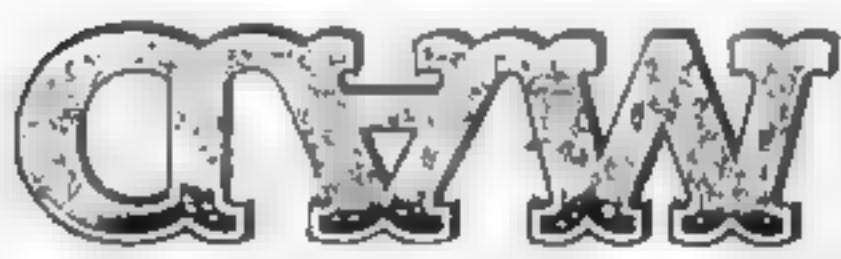
SCRIBBLY

NAME _____
ADDRESS _____
CITY _____
STATE _____

You're right! I'm tired of LOOKING like a fool for each issue of MAD. Please enter my name as a subscriber and send me the next nine issues. Enclosed is \$2.00. Now I can FEEL like a fool waiting for it to come in the mail.

MAD SUBSCRIPTIONS
225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

Then, when the next issue comes out in April, you won't LOOK like a fool asking for it at your local newsstand. Instead, you'll merely FEEL like a fool asking for it at your home.



subscribe to



don't LOOK like an APRIL FOOL

() I enclose \$3.98 for the Hi-Fi LP Album
() I enclose \$5.98 for the Stereo LP Album

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZONE _____

I've been buying "Mad Magazine," and I still can't believe my eyes, so send me "Musically Mad," and I probably won't believe my ears!

DEPARTMENT MM
225 Lafayette Street
New York 12, N. Y.

OR BY MAIL (WHICH GIVES US A BIGGER CUT)

AVAILABLE NOW AT YOUR
FAVORITE MUSIC SHOP

HENRY MORGAN
and featuring
STEREO MAD-MEN
with the
BERNIE GREEN
mis-led by

MAD

MUSICALLY

BRAND NEW HI-FI LP ALBUM

RCA VICTOR'S

Yes, the magazine that has irritated your blood-shot eyes for so long now switches its attack to your wax-cramped ears... on



MAD
goes on
RECORD
And here it is...



IF YOU HAVE THE FEELING MANKIND IS DOOMED, READ

THE LATEST MAD POCKET-SIZE BOOK

THE BROTHERS MAD

(And convince yourself that it's true!)

This fifth collection of humor, parody, satire, and garbage joins "The Mad Reader", "Mad Strikes Back!", "Inside Mad", and "Utterly Mad" in our insidious campaign to split your sides and rot your mind.

YOURS BY MAIL FOR 40¢
THE COMPLETE COLLECTION—ALL FIVE—FOR \$1.75
MAIL MONEY TO: MAD, POCKET DEPT.,
225 LAFAYETTE ST., NEW YORK 12, N. Y.

It is quite obvious that your splendid artist, Don Martin, is no butterfly collector. You never mount butterflies by sticking pins through their wings!

Charles Johnson
Urbana, Illinois



As a member of the Lepidopterists' Society, I feel it is my duty to protest against the insult directed at us by Don Martin. His drawing on page 18 of the January issue has the effrontery to suggest that a prize is being given for a specimen mounted in such a way that it has been permanently damaged and is of absolutely no scientific value. The pin should always be through the thorax (chest), and never through the wings, as this will invariably tear them.

William L. Wheaton
Bozeman, Montana

BUTTERFLY MOUNTING

Every time an issue of MAD comes out, I quickly turn to the Letters Page to see if that bomb in your mailbox has gone off. I hope you will get it out of there before it does, as I live right next door at 227 Lafayette Street, and frankly, it's got me worried!

Irene LaCapria
New York City

WORRIED NEIGHBOR



FOR A HAPPY MARRAGE

Every time your latest issue appears, my husband and I fight over it. Here's the box score. Three bloody noses, two fractured skulls, and one severe beating about the head and shoulders. Just one request: Please stop publishing, so we can stop killing each other!

Lila M. Vail
Miami, Fla.

Actually, we've been plastering "MOXIE" all over the magazine because we feel it ought to be restored to the popularity and place of prominence it once enjoyed upon the American scene. Yessiree, let's "BRING BACK MOXIE!"—ED.

Tom Sabo
Hammond, Ind.

What does it mean? What are you guys trying to do?

Roger Goldman
St. Louis, Mo.

Here's a new book title for you: "What is the new word? Moxie? What does it mean? Five thousand letters to the Editor!"

Bob Quick
Berkley, Mich.

You will probably get thousands of letters asking you what "MOXIE" means, so I won't write you a letter asking what "MOXIE" means.

Ronald Keperman
Bronx, N. Y.

After making great strides in the linguistic category of literature, like "What Me Worry?", "Porzeebie" and "It's crackers...", you have brought upon the MAD reader something which petrifies your past achievements. Mainly—"MOXIE". What gives?

Dennis Hotaling
Seattle, Wash.

I have been reading MAD since it was an unknown 10¢ comic book. Up till now, I've put up with things like "porzeebie", "axolotl" and "It's crackers to slip a rozzet the dropsy in snide." But now, I have had enough! What I'm trying to say is, what's with this "MOXIE" jazz?

MOXIE



"MAD expresses the teenagers' cynicism about the world of mass media that their elders have created... as... a Romanized barbarian might have rebelled against the decadence of Rome..." *The New Yorker*—Nov. 29, 1958

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EDITOR: Albert B. Feldstein
ART DIRECTOR: John Putnam
IDEAS: Jerry De Fuccio
PRODUCTION: Leonard Brenner
CONTRIBUTING ARTISTS: Wallace Wood, Bob Clarke, Don Martin, Mort Drucker, Frank Kelly, Freas, George Woodbridge, David Berg, Joe Orlando
CONTRIBUTING WRITERS: Frank Jacobs, Al Joffe, Sy Reit, Tom Koch, Gary Belkin, Robert Margroff, Larry Siegal, Eugene St. Jean, LAW SUITS: Martin Scheiman, Esq., FT. DIX JOCKEY: Pvt. Nick Meglilio
SUBSCRIPTIONS: Gloria Orlando, Celio Morelli

DEPARTMENTS

A DOGHOUSE IS NOT A HOME DEPARTMENT
How To Train Your Master 23

CHANGE FOR THE BETTER DEPARTMENT
Television Roulette 4

DON MARTIN DEPARTMENT
The Suicide 8
On Choosing A Book 33
On Picking Flowers 48

GET RICH CHEAP DEPARTMENT
MAD's Cut-Rate Success Symbols 38

GREY FLANNEL GOATEE DEPARTMENT
The Hip Persuaders 30

HAVE SPITTOON—WILL TRAVEL DEPARTMENT
Western Weapons Of The Future 18

HIGH-FLOWN BALLOONS DEPARTMENT
If Famous Authors Wrote The Comics 34

INCREASE THE CIRCULATION DEPARTMENT
How High-Class Mags Can Use Low-Class Photos 15

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT
MAD Definitions

MIDDLE OF THE ROAR DEPARTMENT
Authentic Sounds In Stereo 10

NUTS TO YOU DEPARTMENT
MAD's Phrase Book For Modern American Tourists 27

PENCIL POINT OF VIEW DEPARTMENT
Modern Architecture 30

TELEVISION DEPARTMENT
TV Ads We'd Like To See (The Vicejockey Ad) 43

THE GRIMM FACTS DEPARTMENT
Fairy Tale Happy Endings Weren't So Happy 44

THERE'S A FORD IN YOUR SUTURE DEPARTMENT
Modern Auto Accidents 12

THERE'S NO BUSINESS IN SHOW BUSINESS DEPARTMENT
Movies Are Empirier Than Ever 40

.. Various Places Around The Magazine

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TELEVISION ROULETTE 4

This new dial-switching game solves the problem of what Sunday night TV show to watch. Everybody wins except the Trendex.



MODERN AUTO ACCIDENTS 12



LOW-CLASS PHOTOS 15



FUTURE WESTERN WEAPONS 16



THE HIP PERSUADERS 20



HOW TO TRAIN YOUR MASTER 23



MAD'S HANDY PHRASE BOOK 27



FAIRY TALE HAPPY ENDINGS 44



Wash and Wish...or...Wash and Bewitch?

When a wash-and-wear cotton shrinks, it deserves to be called wash-and-bewitch. And unpleasant as it sounds, some of the new wash-and-wear cottons cannot shrink — right into that tight fit. How can you tell which ones won't? Easiest thing in the world. Just look for the "Samforized" trademark on wash-and-wear, and then don't buy it. Get any other cotton, and you can be sure it will wash cheerfully, shrink happily, and fit seductively.

For that form-fitting wash-and-wear, avoid the "Samforized" label!

•SAMFORIZED•

TRADE © MARK

SAM, PEABODY & CO. PERMITS USE OF TRADEMARK SAMFORIZED... ONLY ON FABRICS OF COMPANIES PAYING AN OUTRAGEOUS ROYALTY. FABRICS BEARING TRADEMARK NEVER SHRINK, SO YOU'LL NEVER LOOK BEWITCHING!



KELLY TREAS

See the difference Color TV makes...



With RCA Victor Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they er—uh—humm!

Well, there are other programs which are much better examples of what we mean. Take a prize fight, for instance. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed ey — er — every stream of bl — uh — every ripped and torn — ahem! How about an old movie? In Color, every scene is captured in the sharp contrast of

the original black-and-white film — wip! Well, the weather map comes up real clear in Color so you can almost understand it!

RCA Victor Factory Service Contract. Efficient service for inefficient sets. Only RCA Victor TV owners can buy an RCA Victor Factory Service Contract. We must limit it that way! We got enough troubles keeping our own sets working without taking on the responsibility of other manufacturers' (amons! RGA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION (NOW THAT WE SPENT ALL THAT MONEY, WE GOTTA SELL IT!))

RCA VICTOR



THE PRICE OF OWNERSHIP IS SECOND ONLY TO THE EXPENSE

